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# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES: { No. 10 SPRUCE STREET, NEW YORK.  
                                  { No. 135 FLEET STREET, E. C., LONDON.

VOL. VII. NEW YORK, OCTOBER 5, 1892.

No. 14.

## WAS THIS ASKING TOO MUCH ?

OFFICE OF PRINTERS' INK, A Journal for Advertisers, {  
NEW YORK, September 29, 1892. }

To the Postmaster-General, Washington, D. C. :

SIR—All this year the Post-Office Department has compelled us to pay third-class rates of postage on PRINTERS' INK. Mr. Hazen's order to that effect bore date January 8. The reason assigned was based upon a misapprehension of facts, as you have for some time been

AWAY.

Not until June 24 did we obtain from your Department a full statement of the real reason which led to the severe treatment to which PRINTERS' INK has been submitted ; and our Mr. Rowell was then absent from the country, as you had been informed some weeks before that he would be.

As the first action of the Department, announced January 8, had been taken without notice to us, so also in a like summary way the letter of June 24 was supplemented with an order confiscating \$11,419.76 that had been paid by us, under protest, to the Postmaster of New York while awaiting an investigation.

As promptly as the circumstances would allow, Mr. Rowell answered the points made in your letter and mailed from London, August 1, what seemed to him a complete answer to every objection urged, and making clear, he thought, the right of PRINTERS' INK to be mailed as other papers are.

Mr. Rowell's communication, in connection with your own, appeared in the August 24 issue of PRINTERS' INK. A proof was submitted to the Postmaster of this city with a request for the readmission of the paper at second-class rates ; and after examining it, **Mr. Van Cott gave orders that PRINTERS' INK should be mailed without stamps until your Department should have time to reconsider the case.**

This action of the Postmaster of New York was taken August 19, and more than a month has since passed without any action from Washington having been made known to us, and we continue to pay \$485 a week, under protest, while the sum we believe that the law exacts of us is less than \$60 a week.

PRINTERS' INK is an expensive publication, entailing a cost of fully \$5,000 a month. Its prosperity and influence are injured by the official announcement that it is a circular. Rival publications and imitators are not slow to take advantage of its misfortune. A large proportion of its subscriptions and advertising contracts expire with the current year ; and as the case now stands it is not possible to perfect plans for the future conduct of the publication with safety. By the action of your Department we are even precluded from issuing a prospectus. As a consequence, a publication that earned a net profit of \$9,000 in 1891, and promised to earn fully \$20,000 in 1892, is conducted at a loss through what we believe to be an erroneous ruling.

We have offered to discontinue any class of subscribers that the Department will pronounce illegitimate, and have expressed a willingness to change the character of the paper in any respect that the Department should state to be necessary to make it conform to any law that it is now said to violate.

After all this delay, expense and worry, is it too much to ask that a statement of what changes must be made to entitle us to second-class rates of postage shall be given us, or that the paper shall be readmitted without more delay on the statements in Mr. Rowell's letter of August 1, which seemed to be satisfactory to the Postmaster in this city ?

Asking the favor of an early reply, we are

Your obedient servants,

GEO. P. ROWELL & CO.

**RESULT:** Mr. Wanamaker turns this letter over to Hazen, who keeps it five days and then writes curtly, declining to give any information.

**NATL. C. FOWLER, Jr., writes relative to  
CO-OPERATIVE COUNTRY WEEKLIES:**

"Upon general principles the smaller the circulation of a paper the greater is its proportionate advertising value. The paper which cannot sell over 500 copies an issue must have a constituency which cannot be driven away with a club or it would have no circulation.

"An advertisement in a local paper has an identity and an air of respectability which it cannot have in the national publications. It strikes hard into the local heart. Advertising appears to be a part of the town itself.

"The reader knows the paper as his father knew it. He is acquainted with the editor, the editor's wife. He reads everything in it, because he believes everything in it is written especially for his benefit.

"The co-operative newspaper is the local newspaper. It could not be anything else if it tried.

"The advertisement in the co-operative paper must be a local advertisement or it must be considered as such. The co-operative newspaper offers the national advertiser an opportunity of reaching the bulk of local newspaper readers at about 90 per cent discount from local rates."

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The average individual circulation of the **1400** papers of the **ATLANTIC COAST LISTS** runs between 650 and 700 weekly. Some have larger and some smaller circulations. The aggregate is so large, however, that more than one-sixth of all the country readers of the United States are reached weekly.

Half a cent a line per paper an insertion is the price for transient advertising. Quarter of a cent a line when one thousand lines are engaged.

One order and one electrotype only needed.

Catalogues and information forwarded upon application.

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Atlantic Coast Lists,  
134 Leonard St., New York.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Vol. VII.

NEW YORK, OCTOBER 5, 1892.

No. 14.

## THINGS THAT OUGHT TO BE ADVERTISED.

*By John R. Barrett.*

The man who imagines that the advertising field is already fully developed comes a long way from hitting the nail on the head. There are hundreds and hundreds of articles on the market to-day whose manufacturers do not realize the benefits to be derived from a judicious use of printers' ink, but who, under the persistent, tearful pleading of the solicitor or special agent, could soon be brought into line. So, too, there are new inventions and contrivances brought out every day, and these require extensive advertising to bring them to the attention of the public. The field grows broader and broader every day, and yet, like the fellow in the circus concert, "there are many more to follow."



Up in the quaint little towns of Johnstown and Gloversville, in New York State, most of the gloves made in this country are manufactured. Hundreds and hundreds of thousands of dollars' worth are sent out from there every year. They are good gloves, too—if I may believe the words of several importers whom I questioned lately—equal in every way to the imported article for which we are in the habit of paying quite a fancy price. They ought to be, for many of the skins are imported, and no one believes that American skill or American labor can be excelled anywhere in the world. Yet, with a single exception, not one of these manufacturers spends a dollar in general advertising, while there are at least a dozen of them who could each invest from \$10,000 to \$40,000 every year of their lives, and invest it profitably. The idea that they could create a wider market by setting forth the excellent qualities and low prices of their goods, as against

those of foreign make, by newspaper and magazine advertising, does not seem to have ever occurred to them, or, if it has, it perished with the thought. There is a good field for some effective "missionary" work on the part of the solicitors and specials here.



Apropos of this, a little further up the picturesque Mohawk Valley, at Frankfort, N. Y., there is located an immense match factory—that of the Gates'. Now, a match factory of itself is not exactly a nine days' wonder, since there are dozens of them scattered about the country, but there must be—and there are—good matches and bad matches, as there is everything else. Yet one looks in vain through the advertising columns of the newspapers and magazines for any information on the subject. We can learn all we wish about soaps and typewriters, and bicycles and so on, but matches—never. I think the solicitor can find a match here that can be made to burn and glow in his columns for many a day to come.



Only the other day I was reading in a trade journal that the United States is fast crowding Switzerland out of the watch market, and the statement was made that there is no part of the world, no matter how remote, where the tick of the American watch cannot be heard. As a patriotic American citizen I rejoice in this bit of information, while, as an advertising man, I lament the fact that we Americans are so woefully ignorant of our own productions. For my part, if I went to my jeweler's to buy a watch—outside an Elgin, Waltham or Waterbury—and he told me that a particular one made in the Fiji Islands was the best, I would be bound to believe his statement. And I read the advertising columns of the leading publications pretty carefully at that,

## WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, Sept. 7, 1892.

A ladies' clothing warehouse in Paris has hit on a new, and what would in England probably be an illegal, advertising dodge. A large van, having sides and back made of plate glass, with bonnets, millinery and women's wares arranged within as in a store window, perambulates the streets, drawn by a pair of beautiful and well-matched horses which a smartly dressed groom in livery drives. No doubt the idea is capable of development, but it is of course open to the great objection that time is not allowed for anything like a full inspection of the contents. Moreover, a shop window has this advantage over the van, that it strikes in with its advertisement when the purchaser is right on the spot, and can walk in and buy without having time to repent. At the same time the idea is good: it makes talk, and that, after all, is the main point.

\* \* \* \* \*

In England the municipal regulations are opposed to the use of the streets in this way. A van or cart may drive about all day, and display any amount of advertising on its sides, and so long as it can be shown to be actually delivering or conveying goods for a bona-fide trade purpose no objection can be sustained by the police. Otherwise the driver will probably be warned and eventually arrested or summoned before a magistrate. Similarly, high networks bearing signs and lettering over buildings are illegal. A firm in this city had a large windmill on the roof bearing an advertisement. The municipal police took proceedings to test the legality of this display. Evidence was adduced to show that the mill actually did "mill" something (it was used to supply part of the power for electric lighting), and the court before which the case was brought ruled that a windmill so used, even if made to serve as an advertisement, was not a sky-sign within the meaning of the law. The police therefore failed, and had to pay the costs. The use of the public highway is analogously determined. All men have a right to employ the streets for the passage of merchandise, but I suspect that in America, as with us, it must be unlawful to drive a vehicle about with no other object than to secure an adver-

isement, for in this the common right of other men to the use of the road is infringed.

\* \* \* \* \*

There is a severe epidemic of this sort of thing just now:

The latest horror that scientists have built for advertisers is an arrangement of mirrors, reflecting glasses and lights—a sort of gigantic magic lantern, by which images can be thrown upon the clouds, so that advertisements, in letters one hundred feet long, will be visible over a dozen counties. On the bosom of an advancing cyclone, horrified humanity of the future will be able to read, in gigantic letters, "Use Blank's Chest Protector," "Try Brag-em's Pills." Several other developments in this direction are promised us shortly.

No doubt America suffers from the same visitation. Nevertheless, the "horror" does not come to stay. It is only the threat that is constant. I am very much interested in this thing because I believe I was the first to make experiments in the same direction, and to apply for a patent on the idea—which patent I duly obtained several years ago. I also spent a good deal of money and received from a number of electric lighting firms and others a vast amount of very kindly assistance in testing the matter. The Peninsular & Oriental Steamship Company, for instance, placed at my disposal a very powerful search-light and mirror on board one of their steamers. I eventually spent more money than I could afford over the matter, and then gave up the attempt to perfect the idea further, mainly because a scientific expert who at the outset undertook to go through the matter with me, withdrew (though without casting doubt on the validity of the idea), and thus left me to do single handed more than I had time to complete. Consequently, I always read these reports with interest. The trouble is that (like my endeavors) they do not come to anything. I do not believe (owing to what accidentally came to my knowledge when I was experimenting with high-power illuminating apparatus) that any one is now at work on the subject in the right direction, though I *do* believe that the thing can still be done if any one else hits just upon what I know about it myself.

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The most easterly newspaper published is said to be the Singapore *Straits Times*, edited by Mr. Arnot Reid, whose recent claim to be "the only newspaper man in the far East" drew forth much indignation from a

neighboring publication, the *Penang Gazette*. But of all remote journals, perhaps the most interesting in the world is the *Nordkap*, published in the very northernmost part of Europe. News is received, not by cable but by mail-boat, which is not very regular, so that the *Nordkap* (which is a weekly newspaper) is frequently a fortnight behind the news. When a boat fails to turn up toward publishing day, the lot of the editorial staff must indeed be an unhappy one. Much time is lost in delivering the edition, which is mainly dispatched by canoes and boats to subscribers on the various fords or armlets

## WHO PAYS FOR ADVERTISING?

*By Thomas Warwick.*

There is a widely prevalent feeling among educated people that the cost of advertising is of necessity in all cases borne by the customer. Time and again I have heard intelligent people remark that they would never buy from a house that spent large sums in advertising their business, whether the advertisement consisted in the establishment of magnificent buildings in a fashionable street of the city, or whether it consisted in a liberal expenditure of printers' ink. And their reasoning seemed plausible.

"No one supposes," they argued, "that it is the manufacturer who pays for this out of his own pocket. Business is not done on philanthropic principles in this nineteenth century, however much it may appear so in the cleverly written ads that advise you how you can obtain everything for nothing. The manufacturer must in all cases make his customers pay for every cent of advertising that he does, and consequently the man who spends more for his factory or shop than is absolutely necessary, or who pays for

advertising, is obliged to charge more for his products than his neighbors."

It is not at first sight easy to detect the flaw in this reasoning, yet flaw there certainly is, and, strange to say, it is the same flaw which meets us at every turn in problems of political economy, and especially in the statement, so universally accepted, that the poor are obliged to support the rich.

It would be as wise to say that a man must pay for keeping his machines in order as to say that the customer must pay for advertising, or that the poor are obliged to support the rich.



**GODFREY'S EXTRACT OF ELDER FLOWERS.**

Has long been known for its surprising effect in softening, improving, and preserving the Skin, and in rendering the COMPLEXION clear and beautiful.

It removes	TAN, SUNBURN, REDNESS.	It cures	PIMPLES, HUMOURS, ERUPTIONS.
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**As a TOILET REQUISITE it is unsurpassed.**

In the Nursery it is indispensable, giving immediate relief to Infants bitten by Insects.  
Gentlemen will find it delightfully soothing after Shaving.

**GODFREY'S EXTRACT OF ELDER FLOWERS, SOLD EVERYWHERE, PRICE 2/9**

of the sea, who often pay in herrings and other fish.

The Godfrey Extract advertisement shown herewith is given for no other reason than as a refutation of the common belief that artistic beauty is in some way opposed to good advertising. It is a very good advertisement block, and, though it suffers by reduction, it is a singularly beautiful work of art. Let credit be given, however, to the advantage imparted by the charms of the fair American whose likeness confers on the block its greatest beauty.

No one denies the fact; it is self-evident. Where the error arises is in believing that the machine or the advertising, or the wealthy classes increase the total expenditure. Very often, in fact in almost every case, it is cheaper to use a machine, even counting in the expenses for repairs, than it would be to do without it; very often it is cheaper to advertise goods than not to do so, and invariably it is cheaper for the poor to support the rich than to go without the use of the capital which the latter have accumulated.

It may not be obvious at first sight in just what way advertising saves money; but by choosing an extreme case as an illustration we shall be prepared to understand how it is that the houses that spend hundreds of thousands of dollars yearly in advertising, not only are not obliged to sell their goods at higher prices than their neighbors, who never make use of printers' ink, but can even in most cases sell them at lower figures. Let us suppose that a man, wishing to save his customers the cost of advertising, tries to do business without the aid of the newspapers, and that, wishing to save them the cost of his rent (which is also in great part an advertisement), he sets up a shanty in the wilds of Africa, where he has absolutely no rent whatever to pay. "Surely," says he, "the men who buy from me will pay for no advertising and for no rent, and will consequently obtain goods cheaper than anywhere else."

Yet this is not the case. The first Stanley who passes that establishment will be obliged to pay a much higher price for a shirt or a hat than in a handsome store in New York city, although the latter spends a fortune yearly in rent, and another fortune in advertising. The reason is plain. Advertising cheapens the cost of production by increasing the number of goods produced.

If it were no cheaper to manufacture a thousand or a million shirts than to manufacture one, then, indeed, would advertising be a burden upon the customer. But this is never the case. The larger the quantity produced, the lower the cost, is a rule that is universally true, and so long as advertising reduces the cost faster than it increases the expense, so long is it advantageous for the customer.

This is the reason why, in ninety-

nine cases out of a hundred, it is cheaper and more advantageous for a man to buy his goods from a large advertiser than from a small one. In the hundredth case the cost of advertising may be greater than the advantage gained, and in this case it is the customer that is the loser.

That advertising sometimes gives a fictitious value to goods, there can be no doubt. The advertisement in this case deceives people and makes them believe they are obtaining better goods than they could obtain elsewhere, and they are consequently willing to pay a higher price on this assumption. As an example I may mention that many a novel owes its success to clever advertising, and there appear daily in the magazines stories which would never be printed did they not bear the signature of some well-known man. In like manner, soap, lamps, etc., which may be no better than others, receive by advertising a fictitious value, which either causes them to be preferred at the same price, or which induces customers to pay slightly more for them. But these cases are by no means so common as would be believed. The world is becoming more and more educated as to what constitutes real value, and advertisers who deal in merchandise whose qualities can be readily ascertained by the purchaser, think twice before expending large sums on printers' ink if they have not an article that possesses real merit.

To sum up, I will say that while in certain cases the customer pays a higher price for widely advertised goods, yet, as a general rule, the greater the advertising, the lower the price of the goods, or the better their quality. And when we remember that the same spirit of enterprise which leads a man to advertise liberally will also cause him to improve his goods, and to adopt the latest and most perfected labor-saving devices in his factory, we shall see that not only should liberal advertising be no bar to the purchaser, but that it should be regarded as *prima facie* evidence that the goods are better or cheaper than those less extensively advertised. Special circumstances may modify this belief, but it is the one indicated by the law of probabilities.

THE liberties of the press and the liberties of the people must stand or fall together.—*Hume*,

ADVERTISING BILLS.

By G. H. Powell.

I have before me a bill for some \$200 for advertising in a prominent publication. I have had many just like it from the same publishers before this, and every time they are brought to my desk for signature it is the same old story; no one can check the record books with any degree of intelligence, and all because the form, or style of billing, is utterly unintelligible without recourse to the files of the paper, which is often impossible. Were it not for betraying secrets, I would gladly reproduce a reduced fac-simile. Substantially, it is as follows:

NEW YORK, Sept. 10, 1892.  
Advertising 28 lines 11 times; No. 8,  
9, 10, 12, 14, 15, 16, 17, 18, 19, 20;  
Vol. 1000, at — cents per line.  
Total.....\$210 00

Now, why can't publishers appreciate the fact that advertisers using hundreds of other publications cannot be expected to keep complete files of everything in order to O. K. bills when rendered? I could name a score of well-known publishers who apparently have no idea that there is such a thing as an advertising record-book, containing check marks, which should agree with bills before payments are made. When a bill like the one mentioned is received, the items must be checked off on the record-book as fast as they agree with the bill, so the books will show at any future time all that have been approved—and probably paid.

Credit is generally given a paper like this:

MARCH, 1892.

4	11	18	25
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or like this:

MARCH, 1892.

28 l.	80	56	28
4	11	18	25

When approved a small check mark is made above each item.

Bills should read accordingly, and not wholly for the publisher's convenience. When items on the advertising records agree with the publisher's bill, it is customary to put a red check mark just above each item on the

record-books, which shows for all time that such have been audited and approved.

Of course, the checker, whose duty it is to compare bills and records, can guess, but guessing should play a mighty small part in business. The object of keeping books is to retain system and order—a system so plain that an expert accountant could be called in at any time and readily comprehend matters with but slight instruction.

I have contracts with another publisher for two magazines he owns. No. 1 is for, say, \$100 a year; No. 2 for, say, \$200 a year. Now, he invariably bills as follows: "Three months' advertising No. 1 and No. 2, \$75." This can be checked, but is a bad system, as any expert will admit. There should be separate bills, or, at least, separate items, each showing plainly the amount due.

Another publisher with whom I had a thousand-line contract, payable quarterly, used to bill for exactly one-fourth of the whole number of lines, viz., 250 lines, without regard for the actual number used during the quarter.

The following forms would be good, and are used by many publishers:

NEW YORK, April 1, 1892.  
JOHN JONES & Co., *Enterprise*, N. Y.  
To CIRCULATOR & CO., Dr.  
For Advertising in "Well Done."  
1/2 page, March, 1892, \$100 00  
or  
1892.  
March 4, 28 lines at 10c. per line, \$2 80  
" 11, 80 " " 8 00  
" 18, 56 " " 5 60  
" 25, 28 " " 2 80  
—\$19 20

or  
1892.  
28 lines, March 4, 11, 18, 25.  
112 lines at 10c. per line, \$11 20

I know that I am not the only one who has been obliged to return bills for translation, because it is a common remark that advertising bookkeeping is apparently a stranger in many publishers' offices.

Why should this be so?

I ONLY believe the advertisements of a newspaper.—*Thomas Jefferson*.

I. To merchants.—(1) Advertise; (2) advertise liberally; (3) advertise courageously. II. To the people at large.—(1) Read the advertisements; (2) study them, and verily they shall be for your profit.—*Harper's Monthly*.

## INSTRUCTION IN ADVERTISING.

*By W. D. Showalter.*

I notice that in a recent issue of **PRINTERS' INK** a correspondent asks the editor what he thinks of a "Chair of Advertising in Business Colleges."

About two years ago, soon after my retirement from the business college field and entry into that of newspaper work, this idea took root in my mind very strongly. In my enthusiasm about it I wrote to the leading business educator of the country, S. S. Packard, of New York, suggesting to him that he take the matter up. Contrary to the traditions of his nature, Pedagogue Packard waxed vinegary in his terse but pointed refusal to do so. That cured me of the idea for the time. But, within a few weeks, I have broached the subject timidly to leading business college men of my acquaintance, and have found not a dissenting opinion among them. They believe that it can and should be done.

It may be argued that, like journalism, there is little that may be successfully taught about advertising. The same objection applies to any line of the arts or sciences in much the same degree. The business colleges of the country, while yet swaddlers in the field they may eventually cover, profess to teach young people things they will need when they go into business—not to make business men of raw material, but to teach them things that a business man should know. If the principles of advertising a business are not things that young business men should know, what, please, constitutes such a curriculum? And of what branch of a business education is it possible to teach more of the rudiments than of advertising?

No teaching is a substitute for actual experience. That should not be claimed for advertising. There are common errors of judgment, common principles of success, common funds of wisdom in regard to advertising which may be taught to bright young men and women, of whom the business colleges are usually full. There are rules for the preparation of copy for advertisements which could be taught. There are possibilities for interesting contests in writing and designing advertisements for specific purposes which would give zest to class-work in the colleges. Such a departure should induce successful local advertisers to give

talks upon the subject to the students, such talks being of great practical significance in instances where the speakers were of wide business experience and success.

Altogether, the idea of a "Chair of Advertising in Business Colleges" is rather a good one, it appears to me.

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### A NEW DIRECTORY PLAN.

The publishers of the American Newspaper Directory are now preparing the 25th annual edition of that work and have formulated a plan for circulation ratings which is explained in a communication lately addressed to all American newspaper publishers. Frequent changes have been rendered necessary in the rating system, but the hope is expressed that at last a plan has been devised that will give universal satisfaction and to which it will be possible to adhere permanently. Advertisers who use the Directory for reference will find the following advance announcement of the new plan of interest:

If you intend to furnish the American Newspaper Directory for 1893 with a statement of the actual number of copies of your publication, printed for each and every issue within the period of a full year preceding the date of the report, we desire that you will note that the report should have the date of each issue set down against the figures representing the exact number printed; also that the sum total of the actual editions should be ascertained and divided by figures representing the number of editions issued, thus exhibiting the average issue for a year, and showing that the average was ascertained carefully and accurately.

A report of the sort authorized above should be dated and signed with a pen, and should be on file at the Directory office on or before January 16.

If you are unable or unwilling to furnish a statement of the actual number of complete copies printed of each separate issue for a full year, but are able to state, under signature and date, that no issue within a year has been smaller than a number that you specify, that statement will be deemed a satisfactory report.

If you send a true circulation report of the class indicated in the first paragraph, the actual average edition as shown will be stated in the Directory in Arabic figures, preceded by the following words, set in italic: *Actual average for the past year.*

If you send a true statement of the smallest number printed of any single issue during the year just passed, the same will be stated in Arabic figures, preceded by the following words, set in italic: *Smallest edition issued within a year.*

All reports should cover the period of a year preceding the date, and should bear date not earlier than October 1, or later than January 1, preceding the annual issue in April.

Publications concerning which no report of either of the two classes indicated above comes to hand will receive a circulation rating under

that one of the classes indicated by the Key printed below, which is believed to most nearly represent the facts:

Exceeding seventy-five thousand.....	A
Exceeding forty thousand.....	B
Exceeding twenty thousand.....	C
Exceeding seventeen thousand five hundred	D
Exceeding twelve thousand five hundred...	E
Exceeding seven thousand five hundred...	F
Exceeding four thousand.....	G
Exceeding twenty-two hundred and fifty..	H
Exceeding eight hundred.....	J
Exceeding four hundred.....	K
Exceeding one hundred.....	L
In doubt.....	X

In all cases where the circulation given by a rating letter is in accordance with a statement from the publisher that is believed to be true, although not sufficiently definite to admit of the use of Arabic figures as above provided, the rating letter will be followed by an asterisk (\*).

The publishers of the Directory will pay a reward of one hundred dollars to the first person who shall prove that they have been misled by an untruthful report into giving any paper a false rating in Arabic figures, or by one asterisk (\*) following the rating letter. This reward will be paid for every error of this sort that is brought to notice.

When a publisher furnishes a report that is so insufficient or indefinite as to make it appear unsafe to guarantee its correctness by the usual forfeit of one hundred dollars, the rating will not always be given in accordance with the unsubstantiated or indefinite claim, but the rating letter affixed will be followed by two asterisks (\*\*). The correctness of such a rating is not guaranteed.

Circulation ratings of publications from which no report whatever is received, will be indicated by the rating letter of the class in which the paper is believed to belong; but the accuracy of such ratings is not guaranteed. If they are higher than the facts will warrant, it is through no fault of the publisher of the paper so rated.

\$100.—The publishers of the American Newspaper Directory have for five years guaranteed the circulation of all newspapers rated in accordance with a detailed statement emanating from the office of publication and duly signed and dated by an authorized and competent person; and have paid a reward of one hundred dollars for every case where such a rating has been shown false.

The reward has been claimed and paid as follows:

- In 1888, case of Waukegan (Ill.) *Gazette*.
- In 1889, case of Madison (Wis.) *Skandinavis Tribune*.
- In 1891, case of Prospect (Ohio) *Advance*.

In 1892, case of St. Louis (Mo.) *Anzeiger des Westens*.

In 1892, case of Atlanta (Ga.) *Dixie Doctor*. The reward will be continued and made applicable to the Directory for 1893.

\$25.—It has sometimes been asserted that statements, properly signed and dated, have not received full credence. For the purpose of testing the sincerity of such charges, the publishers of the Directory for three years conspicuously published an offer to pay a reward of \$25 for every such case that should be brought to light. The only demand for the reward that has been sustained was based upon the rating of the Frederick (Md.) *News*, 1892. The error in that case was found to have resulted from the dropping out of a figure from a page form after it had been revised by the proof reader. This reward will be continued and made applicable to the Directory for 1893.

The compilers of the American Newspaper Directory have often had occasion to wish that publishers would be as free about giving facts concerning circulation before the book goes to press as they sometimes are after it has appeared and it is too late to make use of the information furnished. If due attention is paid to applications for information, no publisher will have occasion for fault finding or censure. To receive a correct circulation rating and have its correctness guaranteed costs no one anything. All that is necessary is to know the facts and report them before the book goes to press.

A Missouri editor met a well educated farmer recently and told him he would like to have something from his pen. The farmer sent him a pig and charged him \$9.75 for it.—*St. Louis Mirror*.

She—I wonder why it is that women are not as great poets as men are?

He—That is an easy one. 'The Muse is a woman, and it takes a man to manage her.—*Detroit Free Press*.

Mr. Sapoline—I want this soap advertisement where plenty of servant girls will be likely to see it.

Advertising Manager—All right; I will have it put next to the society column.—*Chester (Pa.) Advocate*.

Everything Was Lovely. — "The editor-in-chief, the managing editor and all the editorial writers are sick to-day," said the city editor to the publisher.

"Is the base ball editor here?"

"Yes, sir."

"All right. Go ahead and get out the paper."—*Puck*.

Space.	1 wk.	2 wks.	3 wks.	4 wks.	2 m.	3 m.	6 m.	1 y.
1 inch.....	\$ 0 75	\$ 1 00	\$ 1 25	\$ 1 50	\$ 2 50	\$ 3 50	\$ 6 00	\$10 00
2 inches.....	1 25	1 75	2 25	2 50	4 50	6 00	10 00	15 00
3 ".....	1 75	2 50	3 25	4 00	6 50	8 00	13 00	20 00
4 ".....	2 25	3 25	4 25	5 00	8 00	11 00	17 50	25 00
1/4 col.....	4 00	5 50	7 00	8 00	12 00	15 00	22 00	35 00
1/2 ".....	6 00	8 00	10 00	12 00	17 50	21 00	35 00	60 00
1 ".....	10 00	14 00	17 00	20 00	30 00	40 00	60 00	100 00

Model Rate Card, prepared by Mr. Edgar Parker, of the Geneva (N. Y.) *Advertiser*, for country weeklies of about 1,250 circulation.—*From Newspaperdom*.

## Newspaper Opinion on the Post-Office Controversy.

*From the Chicago Sun.*

The question at issue brings forward some rulings important to publishers generally. Mr. Wanamaker holds that PRINTERS' INK is conducted as an adjunct to the Rowell Advertising Agency.

Mr. Rowell contends that his periodical is conducted on the same principle as any other trade paper, and that 40,000 bona-fide subscribers annually pay the subscription price. And here the matter rests. Mr. Rowell is compelled

to pay nearly \$1,000 a week for the delivery to these subscribers of their paper. The ruling of Mr. Wanamaker looks very unjust. If he was only a newspaper man the result would undoubtedly be different, because he would then be able to appreciate the value of PRINTERS' INK as a trade paper. It is fair to presume that there is not a leading publisher or general advertiser in the United States or Canada who would be without the information imparted weekly by PRINTERS' INK. Its articles on advertising are generally ably written and would do credit to any magazine. If such a publication is to remain excluded, the sooner the law on the subject is made plain, the better.



## THE WEEKLY VISITOR,

THE BEST CHILDREN'S PAPER  
LADIES PAPER  
NEWS PAPER



THE BEST TEMPERANCE PAPER  
STORY PAPER  
HOME PAPER

**BEST CALIFORNIA**

**FAMILY WEEKLY.**

2 CENTS A COPY.  
1 BY A MONTH  
\$1.20 A YEAR  
\$1 IF PAID IN ADVANCE

2614 Polk Street.

San Francisco, Cal., Sept. 16, 1892

Ed Printers' Ink,

Dear Sir

A tea and coffee house last week gave me an order for an ad, furnishing copy. The ad was to be changed weekly and this morning the head of the firm brought a young man to my office and introduced him as the person who was to write the ads. The ad writer produced copy for this week next week's change and began to explain how he wanted it displayed. "Do you read Printers' Ink?" I asked, for his expressed ideas led me to think he did.

"Yes," he replied.

"There must be some sort of Free Massory ~~but~~ among readers of Printers' Ink, so they know each other," remarked the tea man.

A copy of Printers' Ink lay on my desk and I presented



## Correspondence.

## WHO CAN TELL HIM?

CHICAGO, Sept. 23, 1892.

Editor of PRINTERS' INK:

We note in Mr. Russell's column, "With English Advertisers," a description of one of Mr. Beecham's ideas. We refer to the one in which the letters are burned in chemically. We wish to know whether or not it would be possible to arrange for something of the kind to advertise our "Sunbeam Incandescent Lamps." Sincerely yours, D. E. GOR.

## A HELPING HAND.

HYDE PARK, N. Y., Sept. 26, 1892.

Publishers of PRINTERS' INK:

I sympathize with you in the cruel and unchristian persecution of John Wanamaker; may the Lord have mercy on his soul.

I have been a customer of John's, but I want nothing more to do with him. I do but little advertising, but I value PRINTERS' INK most highly. Will you accept remittance (to cover postage) from your subscribers? I would like to pay it, and I know others would also. I enclose a little ad.

T. Cook, Seedsman.

## THE P. O. BUREAU OF CORRESPONDENCE.

EAST ORANGE, N. J., Aug. 26, 1892.

Third Assistant Postmaster-General, Washington, D. C.:

DEAR SIR—I beg to acknowledge receipt of your favor of recent date, in which you say, among other things, that *Book News* "does not bear the appearance of being issued to advertise the business of the publisher," and if I "have any information to the contrary the Department will be glad to receive it and will promptly investigate it."

Since you have seen fit to mention PRINTERS' INK in connection with this matter, I beg to state that in my opinion *Book News* has much more the appearance of advertising books than PRINTERS' INK has of advertising the American Newspaper Directory, which is the only other business conducted by its publishers. If you will examine the August number of *Book News* you will find that pages 506 to 599 inclusive are filled with alleged book reviews, giving the price of each book and postage if sent by mail. The names of the publishers of the books (contrary to journalistic custom) are withheld, so that the reader is left no choice but to order the books from the publisher of *Book News*. These pages appear to me to have all the elements of an advertisement. Do you not agree with me?

Aside from this, I am able to find in the alleged magazine only seven pages of reading matter, which plainly indicates that the publication is intended "primarily for advertising purposes."

Will you also please inform me what you mean by the "usual exchanges to newspapers and periodicals?" Has any limit ever been placed upon the number of exchanges which a paper may legitimately have? And if so, what is the limit?

I am also somewhat puzzled by your expression, "the Department is allowing the same privileges to many similar publications," etc. Am I to understand from this that the Department makes any distinction between

privileges allowed to publishers and rights belonging to them under the law?

Trusting that you will favor me with an early reply to the above inquiries and inform me of the progress of the case, I am,

Very respectfully,

J. I. ROMER.

## OFFICE OF

THIRD ASS'T POSTMASTER-GENERAL.

J. I. Romer, Editor of PRINTERS' INK, East Orange, N. J.:

SIR—Your communication of yesterday has been received. By referring to the letter of the Postmaster-General, dated June 24th last, addressed to the publishers of PRINTERS' INK, and which I see by the last issue of that publication has been analytically examined by you with a great deal of care, you will find answers to the several interrogatories you now put.

Yours very respectfully,

MADISON DAVIS,

Acting Third Ass't P. M. General.

This is a typical Post-Office answer. But in this case, instead of promising to "consider the matter" at some remote and indefinite period, it is asserted that the letter of the Postmaster-General, dated June 24, answers the questions. It is needless to inform any one who has read that remarkable epistle that it does no such thing.

## IT HAS BEEN ORDERED.

SCHNECTADY, N. Y., Sept. 23, 1892.

Editor of PRINTERS' INK:

That was a very interesting if not encouraging letter on advertising of Van Bibber's in your last issue. As one of the proprietors of PRINTERS' INK is also interested in a patent medicine which has been extensively advertised, I am interested to know whether such advertising has paid, and how soon after beginning to advertise results began to appear? Yours truly, ED. L. DAVIS.

The editor of PRINTERS' INK showed the above letter to the gentleman referred to, and was told that such a statement has been ordered to be prepared for publication. He is able to say at this time that advertising orders amounting to a little more than a hundred and fifty thousand dollars have been placed and that the sale of the article advertised has already amounted to nearly five hundred dollars.

## SEND HIM PROTECTION AND RECIPROCITY.

Office of People's Gazette, }  
NORWICH, Conn., Sept. 19, 1892. }

Editor of PRINTERS' INK:

No other exchange which reaches this office is welcomed more cordially than PRINTERS' INK, because of its bright, newsy contents. If PRINTERS' INK is not a genuine newspaper in the strictest sense of the word, I should like to have some one mail me just one sample copy of a genuine newspaper in order that I may be able to exclaim like one of olden times, "Now lettest thy servant depart in peace, for his eyes have beheld," etc. GORDON WILCOX.

WANTS.

Advertisements under this head, 6 lines (36 words) or less, one time, \$1.00.

**THORNE** Typesetting Machine Operators wanted. Send particulars to "UNION," P. O. Box 674, New York.

**WANTED**—Canvassers to obtain subscriptions and advertisements. Address **PRINTERS' INK**, 10 Spruce St., New York.

**WANTED**—Situation as dry goods salesman in some Western town. Best reference and satisfaction guaranteed. Address "Y. L. H.," 214 Columbia St., Cumberland, Md.

**WANTED**—To buy all the letters you received in answer to your advt. in 1891 and '92. Send me a few samples and I will make you a cash offer. Address **J. G. STAUFFER**, Palmyra, Pa.

**IDEAL MASTERPIECES**—An Elegant Fall Advertising Sheet. Suitable for any business. Send six cents for sample copy. **GRIFFITH, AXTELL & CADY CO.**, Embossers, Holyoke, Mass.

**WANTED**—To dispose of ten thousand copies of "A Postmaster's Ruling, an Inspector's Investigation, and the P.-O. D.'s Decision," at ten cents each. **ALICE C. ATKINSON**, Publisher, Converse, Ind.

**WE DON'T WANT AGENTS** to fall to write us at once. We want good agents everywhere to sell to offices only. Latest and best novelty. Big pay. **AMERICAN LOCK-CRANK CO.**, Milwaukee, Wis.

**A RARE CHANCE**—We will let desk room on ground floor on Park Row, New York, to advertising man, or first-class publication, and take pay in advertising space if desired. Address **W. & S.**, P. O. Box 2,818, New York.

**WANT ADVERTISEMENTS IN PRINTERS' INK** under this head, six lines (thirty-six words) or less, will be inserted one time for one dollar. For additional space for continued insertions, the rate is 75 cents a line each issue.

**WANTED**—10,000 deaf people to cure. Deafness permanently cured with a harmless oil. Prove it on your tongue. I don't ask anything till cured—then only what you can afford. **S. S. BUTLER**, M. D., Los Gatos, California.

**THE NEWARK AND NEW YORK ELEVATED ROAD COMPANY**, 45 Broadway, New York, want a ten-line advertisement, in exchange for a certificate of one share of the company's stock, par value \$100. Make offer of time that you will publish it.

**PREMIUMS** for papers—garden and flower seeds. Want publishers everywhere to send for particulars and unequalled terms of this most attractive premium. Will take one-half pay in ad. space. **A. T. COOK**, Seedsman, Hyde Park, N. Y.

**WANTED**—Young man to write advertisements for large dry goods house in the Wanamaker-Powers fashion. State salary wanted, and enclose specimen of work in desired line. Address "PERMANENT POSITION," care **Printers' Ink**.

**WANTED**—Orders for printing of newspapers. We set type, furnish paper, print, fold and mail. Have always in type slabs, departments and miscellany for use in padding out. Modern presses; good work; lowest prices. **UNION PRINTING CO.**, 15 Vandewater St., N. Y. City.

**WANTED**—One agent in each city to handle my **GALAX** leaves. The most beautiful, variegated and lasting foliage for holiday, wedding, church and home decoration. A new and popular novelty. Write me, giving reference. **WM. A. COE**, F. M., Highlands, North Carolina.

**\$2,500.** WE offer our handsome home perpetuity, equal to any man with the nerve, push and ability to assure the success of a sure success if properly backed and edited. Have plant and good line of advertising. Are you the man? Address "SUCCESS," care **Printers' Ink**.

**WANTED**—Every wise man to know that **Hickox's Catalogue** of the U. S. Government Publications is issued monthly; that it contains a perfect list of all publications made by the government, and costs \$5 per year. Address **W. H. LOWDERMILK & CO.**, Washington, D. C.

**WANTED**—A man who has not wants. The more a man has the more he wants. We carry a good, heavy line of advertising, but still are not satisfied. You are not in it, but ought to be. Six to eight thousand monthly. High class constituency. **KINDERGARTEN NEWS**, Buffalo, N. Y.

**WANTED**—The address of any advertiser who wishes to inspect a copy of a clean household medium which accepts only reputable advertising. To such advertisers we gladly mail free a copy of the **Ladies' World**, together with estimate and general information. **S. H. MOORE & CO.**, New York.

**A** N old, well established and successful trade journal wishes to secure a first-class man of large experience and wide acquaintance in the drug trade of New York and Eastern cities to represent its advertising department; a splendid opening for the right man. Address **ERA**, 37 College Place, New York.

**\$2,000** INVESTED for half ownership in well-known Sunday Sun of St. Paul and Minneapolis can be cleared in two months. Last edition (30,000) cost \$300 and sold for \$750, not reckoning ads. Can be run up to 100,000 circulation next three months. Address **EDITOR SUNDAY SUN**, St. Paul.

**WANTED**—A few new advertisements for CANADA, the cheapest, brightest and best of Canadian monthly papers 50 cents a year, only 25 cents if sent before January 1st, 1893. Advertisements limited to 12 columns. Circulation, 2,400. \$3 per inch per annum. Sample copy free. **Hampton, New Brunswick.**

**WANTED**—A purchaser for half or whole interest in well established job printing business in Denver. Invoices about \$3,500, but less will buy it. Excellent terms can be given. Doing a splendid business. Best of reasons for selling. Write for particulars. **S. H. CALHOUN, Jr.**, Lock Box 1247, Denver, Colo.

**THOSE** who use the Express Duplicator are making money, saving time, office help, reducing expenses. This apparatus will duplicate, equal to originals, in minutes what would otherwise take hours. Are you in need of any multiple-copying device? Every one sold by **C. BENSINGER & CO.**, 3 Dey Street, New York.

**WANTED**—Purchaser for a well equipped, long established Book and Job Printing Office in a live, growing city of 100,000 inhabitants. Independent steam power, 6 presses, power cutter, lots of type, fine location. Splendid opening for active young men with moderate capital. Address **MASTERS & STONE**, Syracuse, N. Y.

**ATTENTION**—A practical printer, now in charge of a large newspaper and job office would like a position as foreman or manager with an American newspaper proprietor. All references. Strictly temperate. Also a young man of 3 years' experience. New York State preferred. Address "X," care **Printers' Ink**.

**WANTED**—Competent man who has successfully handled building and loan agency. Our stock pays 3 per cent guaranteed interest on instalment deposits; 30 per cent dividends. A rare opportunity to invest or engage in a profitable business. Address (mentioning **Printers' Ink**), **SECRETARY**, 400 The Beekman, Cleveland, O.

**WE** help advertisers. How? In preparing advertisements, daily or weekly, and furnishing original cuts. We help many—can help many more. Facilities for the best work unlimited. Agents wanted to show samples. Orders taken readily. Beware of imitators. Address plainly, **ART LEAGUE**, World Building, New York.

**A** N all-around hustler wants situation, in connection with advertising or newspaper work. Qualifications: a thorough bookkeeper, an experienced correspondent, typewriter, and former successful country newspaper man. Salary expected, \$100 per month to begin with. Permanent situation desired. Address "KAN SAS CITY," care **Printers' Ink**.

**WANTED**—Advertising solicitors, a few traveling salesmen to handle a light specialty as a side line, and circular distributors throughout the United States in connection with a new enterprise. Salary or commission paid acceptable applicants. A few State managers with capital wanted. **THOMPSON PUBLISHING COMPANY**, 225 South Sixth St., Philadelphia.

**CHAS. SHEPHERD**, Ansonia, Conn., wants office agencies. Present business sewing machines, steamship tickets and foreign exchange.

**WANTED**—Publishers to use our unique Home Gymnasium as a premium for clubs and our Physical Culture Chart (sample 10 cents) as premium to single subscribers. Ours is the only complete home gymnastic outfit in the world, and physical culture is becoming popular. **WHITNEY HOME GYM. CO.**, Rochester, N. Y.

#### ADVERTISING NOVELTIES.

Advertisements under this head, 6 lines (36 words or less), one time \$1.00.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 6 lines, 36 words or less, will be inserted under this head once for one dollar. Cash with order. More space or continued insertions 75 cents a line each issue.

#### FOR SALE.

Advertisements under this head 75 cents a line.

**SILK PIECES FOR PREMIUMS.** E. M. LEMARIE, Little Ferry, N. J.

**PREMIUMS FOR NEWSPAPERS.** EMPIRE CO., 148 Worth St., New York.

**FOR SALE**—A semi-monthly agricul. journal, of eng. circ'n. 16 pp. Address **NEWS**, Muncie, Ind.

**HANDSOME ILLUSTRATIONS** for papers. Catalogue, 25c. **AM. ILLUS. CO.**, Newark, N. J.

**AS PREMIUMS**—The Art Amateur's exquisite Color Studies for copying or framing. **MONTAGUE MARKS**, 23 Union Sq., N. Y.

**PUBLIC SALE**, Oct 18th, 1892, Sunbury Pa. Good newspaper plant. For particulars, address **SUNBURY TRUST & SAFE DEPOSIT CO.**

**\$6000**—HALF CASH. takes the only Democratic paper (daily and weekly) in the finest town in New York State. Address "QUICK," Printers' Ink.

**FOR SALE**—A copy of the American Newspaper Directory for 1892. Price five dollars. Sent carriage paid. Address **GEO. P. ROWELL & CO.**, publishers, 10 Spruce St., New York.

**ESTABLISHED** matrimonial paper with printing outfit, clearing \$200 monthly, price, \$1,000 cash. You can see mail opened for two weeks before buying. Box 447, Chicago, Ill.

**100,000** Agents' addresses, printed and gummed. We sell of any State at \$3.00 1,000, and pay forfeit 4 cts. on each returned "dead." Try 1,000. **AGENTS' HERALD**, Phila., Pa.

**CHEAP PRINTING MATERIAL FOR SALE**—Complete job office, two Gordon presses, Star paper cutter, type, cases, stones, etc., steam fixtures. Two-revolution Cranston press and Dexter folder, used two years; good as new; can be seen running. Sold separately or all together—cheap. Address **J. B. POUND**, Chattanooga, Tenn.

**FOR SALE**—Biggest and busiest job printing plant in one of the best county seats in the West. Prints four papers, half interest in big Republican weekly. county printing. Plant cost \$5,000; 7 years old; owner, not printer and manager, going into other business. Will sell very low. Cash or trade. Address **OTTAWA PRINTING CO.**, Ottawa, Kansas.

#### SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 75c. a line.

**GRIT**

**VAN BIBBER'S.**

**SPOKANE SPOKESMAN.**

**LEVEY'S INKS** are the best. New York.

**MT. AIRY N. C. NEWS.** Neat. 2,500 bona-fide.

**JOHN T. MULLINS' MAILING AGENCY**, Faulkland, Del. \$2 per 1,000.

**BUFFALO TIMES** proves over 33,000 circulation. It will pay you.

**PICTURES** sell goods. Try the **PICTORIAL WEEKLIES CO.'S** scheme.

**AGENTS' GUIDE**, New York. The leading agents' paper. Send for copy.

**\$3.50 BUYS 1 INCH.** 50,000 copies **PROVEN.** **WOMAN'S WORK**, Athens, Ga.

**NEWS**, Mt. Airy, N. C.—Neatest, best circulated and best read paper west of Raleigh.

**BOSTON HOTEL GUIDE** is printed on heavy super-calendered paper. Cuts look well.

**"PUT IT IN THE POST,"** South Bend, Ind. Only morning paper in Northwest Ind.

**MEDICAL BRIEF** (St. Louis). Largest circulation of any medical journal in the world.

**DEWEY'S Canada List** (80 papers); adv. rates 30c. line. **D. R. DEWEY**, Hamilton, Can.

**THE BRICKMAKER**, Chicago, Ill., twice a month reaches 10,000 users of machinery.

**PATENTS**.—**DAVIS & CO.**, No. 405 Seventh St., Washington, D. C. **CHARGES MODERATE.**

**\$1.50** For 5 lines 25 days. 6 days, 50 cts. **ENTERPRISE**, Brockton, Mass. Circ. 7,500

**ADVERTISERS' GUIDE**. Mailed on receipt of stamp. **STANLEY DAY**, New Market, N. J.

**SUPERIOR Mechanical Engraving**. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

**THE COUNTRY YOUTH**, Milwaukee, Wis. 5,000 readers. Reaches farmer boys. 5 cents a line.

**PICTURES** sell goods. Try the illustrated papers printed by **PICTORIAL WEEKLIES CO.**, New York.

**IT IS BIGGER**—THE **TERRE HAUTE EXPRESS**—than any paper in Indiana outside Indianapolis.

**MONEY** saved by issuing your own illustrated trade paper. Address **PICTORIAL WEEKLIES CO.**, New York.

If you issue your own paper, you own all the space. Properly illustrated, these sell goods. Try **PICTORIAL WEEKLIES CO.**, New York.

**KANSAS** is thoroughly covered by THE **KANSAS WEEKLY CAPITAL**, Topeka, Kan. the leading farm and family newspaper of the State.

**OUR RATES** are so low (10c.) we can't buy a page ad. We prove 20,000 circ'n. Sample free. **ILLUSTRATED WEEKLY**, Topeka, Kansas.

**THE PEOPLE'S ILLUSTRATED JOURNAL** (monthly), New Orleans, La. A Southern family magazine, it reaches Sou'n homes. Adv'tise!

**DIRECTORY PUBLISHERS**, please send circulars and price list of your directories to U. S. ADDRESS CO., L. Box 1407, Bradford, McKean Co., Pa.

**PAPER DEALERS**—**M. Plummer & Co.**, 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of Printers' Ink.

**GALAXY OF MUSIC**, Boston, Mass.—We prove what we say or no pay. Circulation for August, 20,854. Average for year, 23,833 copies. Rates and sample free. Correspondence solicited.

**THE OHIO STATE JOURNAL** goes to the homes of the best people in central Ohio. Daily, 12,500; Weekly 22,000; Sunday, 17,000. Nearly all the leading general advertisers use its columns regularly.

**THE Eighth Annual Edition Co-operative Chart** will be ready soon. Gives statements of all co-operative insurance associations. Mailed for 25 cents. Address **F. H. LEAVENWORTH PUBLISHING CO.**, Detroit, Mich.

**DIRECTORY & GAZETTEER**, includes Manitoba & N. W. T. Gazetteer & Directory, 30,000 farmers' addresses. First time published, Winnipeg City and classified 833 pp. Price \$5.00. **HENDERSON DIRECTORY CO.**, Winnipeg, Man.

**REFERRING TO THE GALVESTON NEWS**, Geo. P. Rowell & Co., on page 110 of Printers' Ink, January 20th, '92, say "There is also an especially good paper in Galveston, daily and weekly, that goes well over the whole of Texas." For sample copies, rates of advertising, etc., address **A. H. BELO & CO.**, Galveston, Texas.



# **PUSH LUCK PERSEVERANCE**

**THESE 3 Ps BELONG ESSENTIALLY TO  
THE P. F. OF PHILADELPHIA.**

*Can  
Any  
Progressive  
Advertiser  
Afford  
To  
Skip  
The  
Next  
Four  
Pages*



**Eastern Office, 1711 FILBERT STREET, PHILADELPHIA.**

**Western Office, 59 McVICKER BUILDING, CHICAGO.**

I have kept a correct account the past year of those mentioning "The Practical Farmer," and find that twice as many mention it than who mention the other leading agricultural papers I am using.—H. C. RICK, Manufacturer Patent Calf Weaners, Farmington, Conn.

So far as we have been able to keep a record of the matter, our advertising in your paper has been quite satisfactory.—D. S. MORGAN & Co., Manufacturers Triumph Harvesting Machinery, Brockport, N. Y.

The indications are that the advertisement in your paper will pay me better than some for which I have paid three times the amount that yours cost.—R. CALDWELL, Manufacturer Common Sense Wagon Rack, Tecumseh, Mich.

We do not keep track of results obtained from advertising. Our opinion is evident, however, by the fact that we advertise in the paper.—MONTGOMERY WARD & Co., Chicago.

The results obtained from our advertising in your paper have been satisfactory. We have had many inquiries from your readers, and consider "The Practical Farmer" a good medium to reach our trade.—I. P. THOMAS & SON Co., Fertilizers, Philadelphia, Pa.

It gives us pleasure to state that we consider "The Practical Farmer" one of the leading farm agricultural papers of this country, and the number of inquiries received from parties seeing our Victor Press advertisement will compare favorably with higher-priced mediums. We shall keep "The Practical Farmer" on our list, and wish you continued success.—GEO. ERTEL & Co., Economy Hay Press Works, Quincy, Ill.

Our experience as advertisers in the columns of "The Practical Farmer" has always been very satisfactory, and we shall continue to place the same on our list of papers whenever we send out our advertisements.—PHOENIX NURSERY Co., Bloomington, Ill.

**The P. F. of Philadelphia starts the Fall campaign of '99 by giving their check to PRINTERS' INK for \$500 for this five-page ad.**

**Notice these letters are from gilt-edged advertisers, whose opinions are based on competition with the cream of American journalism.**

Your paper has brought us good returns for our investment with you.—CRYSTAL CREAMERY Co., Lansing, Mich.

From the number and character of the applicants through our advertisement in "The Practical Farmer," we consider it a very valuable medium.—WM. PARRY, Proprietor Pomona Nurseries, Parry, N. J.

The result of our advertising in "The Practical Farmer" has been entirely satisfactory to us, and we consider it one of the best mediums for advertising that we have ever used.—P. P. MAST & Co., Buckeye Agricultural Implements, Springfield, Ohio.

The results from advertising in "The Practical Farmer" have been quite satisfactory, as proved by our decision to continue with you the rest of the year. We would be glad to take an occasional "flyer," a la Champion Binder, but we must wait for our wings to grow first.—PAGE WOVEN WIRE FENCE Co., Adrian, Mich.

The returns from our advertisement in your paper have been very satisfactory, and we shall continue to advertise in it as long as we do in any.—THE UNIVERSAL WEEDER Co., North Weare, N. H.

We have had very favorable reports from our advertising in "The Practical Farmer," and consider it a good medium.—PIKE Co. NURSERIES, Louisiana, Mo.

I am reaping from your paper as I never reaped before from advertising, and it looks as if I should stay.—D. Y. HALLOCK, Manufacturer "Great Success" Potato Digger, York, Pa.

The results obtained were very satisfactory, and we expect to give you another order in a month or two from now. We received a letter from a party in New Zealand a few days ago, who stated they noticed the advertisement in "The Practical Farmer."—ALLEN GAWTHROP, JR., Manufacturer Hydraulic Rams, Wilmington, Del.

**Four issues of The P. F. of Philadelphia last spring contained 25,790 agate lines of star business. Facts like these tell their own story.**

Would say that we are very much pleased with "The Practical Farmer" as an advertising medium; it brings us business from a good class of people, and lots of it.—JAS. MILNE & SON, Manufacturers Grub and Stump Machines, Scotch Grove, Iowa.

Advertising in "The P. F." is like kissing your sweetheart—the more you get the more you want.—HOOVER & PROUT, Manufacturers Hoover Potato Digger, Avery, Ohio.

We are receiving numerous inquiries concerning our Spray pumps, and are pleased to state that many refer to having seen our advertisement in "The Practical Farmer."—F. E. MYERS & BRO., Manufacturers Force and Lift Pumps, Ashland, Ohio.

We keep a strict "mention list" of all papers we use, and feel as though we had had full value received from our advertisement with you.—ROOT BROS., Manufacturers Household Repairing Outfit, Medina, Ohio.

We have found your paper an excellent advertising medium, and believe we get good returns for the money invested with you.—MCMULLEN WOVEN WIRE FENCE Co., Chicago, Ill.

We have used "The Practical Farmer" as an advertising medium, and find it is one of the best.—WILSON BROS., Manufacturers Patent Grinding Mills, Easton, Pa.

We are pleased to report our experience with your paper during the time we have carried our advertisement in it as being eminently satisfactory in every respect. In fact, we think we have had a larger number of inquiries from this source than any other paper we use, and we take great pleasure in recommending it as a prime medium to reach the farmers throughout the country.—ALLIANCE CARRIAGE Co., Alliance, Ohio.

We are well satisfied with the results of the advertising we have done in "The Practical Farmer." As we have thousands of agents throughout the country to whom it is very convenient for the farmers needing machines to apply, we do not receive as many direct inquiries from an advertisement as we might otherwise, and yet we have received a great many letters that we can trace directly to our advertisements in "The Practical Farmer."—THE WARDER, BUSHNELL & GLESSNER Co., Champion Harvesting Machinery, Chicago.

Having used your columns for the past ten months, I find that I have received as much value from "The Practical Farmer" for the money invested as any other paper I have ever used. As far as I am able to judge, the results have been entirely satisfactory, and I expect to continue with you the coming season.—S. W. SMITH, Imported Stock Breeder, Cochranville, Pa.

The results were quite satisfactory to us.—THE L. B. SILVER CO., Improved Chester Swine, Cleveland, Ohio.

The continuance of our advertisement in "The Practical Farmer" may be interpreted that we have faith in its being one of the best advertising mediums.—U. S. WIND ENGINE AND PUMP CO., Batavia, Ill.

We want to continue our advertising with you. Our records show more calls from the little reading notice in "The Practical Farmer" than from any other paper, and we have a number of good ones on our list.—J. S. STRICKLER & CO., Manufacturers Perry's Concentrated Butter Color, Sterling, Ill.

**Over \$100,000 have been spent during the last three years to extend the subscription list of The P. F. of Philadelphia, and yet our advertising rates remain the same.**

We take pleasure in stating that we consider that we have received very favorable results from our advertising in your columns.—DAVIS & RANKIN BLDG. & MFG. CO., Manufacturers Dairy Supplies, Chicago, Ill.

We are pleased to say that our advertising with you brought very satisfactory returns, and we now intend to be with you again this fall.—NILES IRON & STEEL ROOFING CO., Niles, Ohio.

We are pleased to inform you that the results from our advertising in your paper have been very satisfactory; in fact we consider it one of the best mediums we have ever used.—THE ORRVILLE MACHINE CO., Orrville, Ohio.

I desire to say that my advertising in your paper during the past season has given good satisfaction. It is very apparent that there has been new life put into "The Practical Farmer".—S. H. GARRETT, Manufacturer Garrett Fence Machine, Mansfield, Ohio.

The number of inquiries received have been very satisfactory, and we expect to continue with you indefinitely.—BOOMER & BOSCHERT PRESS CO., Syracuse, N. Y.

The returns from our adv. in "The Practical Farmer" during the last season and also during the preceding one were very satisfactory, and we shall feel warranted in again using your paper the coming season.—SEEDER & CHAIR HAMMOCK CO., Homer, Mich.

We have had better results from our adv. in "The Practical Farmer" than any other agricultural paper, with one exception.—R. G. CHASE & CO., Nurserymen, Philadelphia, Pa.

The returns thus far noted place your paper second on the list of all papers used.—PORTER BLANCHARD'S SONS CO., Manufacturers Dairy Supplies, Nashua, N. H.

"The Practical Farmer" is one of five that leads our list of one hundred publications in which we run our advertisement the past season.—E. W. REID, Nurseryman and Seedsman, Bridgeport, Ohio.

We have used "The Practical Farmer" for advertising the last year or more and are very much pleased with the results of same, and believe it to be among the best papers for advertising agricultural implements.—HENCH & DROMGOLD, Manufacturers Spring Tooth Harrows, York, Pa.

**By sworn statement the circulation of The P. F. of Philadelphia for an average of thirteen consecutive issues was 38,346 copies per week.**

**The marvellous increase in the circulation of The P. F. has outgrown the facilities of the ordinary newspaper presses. Result: We have been making arrangements for several months, which are almost completed, to have The P. F. printed on a \$15,000 Perfecting Press, capable of turning out 4,500 complete folded papers per hour.**

We are well satisfied with the results of our advertising in "The P. F." We get as good results from it as from any.—J. S. COLLINS & SON, Pleasant Valley Nurseries, Moorestown, N. J.

We have advertised in your paper for the past fifteen years and consider it a good medium.—INDIANA PAINT & ROOFING CO., New York City.

We have advertised often in "The Practical Farmer," and that is the best evidence we can give that we regard it as an excellent medium for advertising among farmers and kindred business.—FRAZER LUBRICATOR CO., Manufacturers Frazer Axle Grease, New York City.

We consider "The Practical Farmer" a first-class advertising medium, and have sold the past season a large number of our potato diggers to parties who wrote us they saw our advertisement in "The Practical Farmer".—PRUYN MFG CO., Manufacturers Pruy Potato Digger, Hoosick Falls, N. Y.

Our experience as advertisers in your columns has been highly satisfactory to us, and we cannot commend your excellent publication too highly.—ASPENWALL MFG CO., Potato & Corn Planting Machinery, Three Rivers, Mich.

I consider it a valuable medium for advertisers—one of the best in the country.—Geo. Q. Dow, Rockingham Fruit Farm, North Epping, N. H.

We have always found "The Practical Farmer" an excellent advertising medium. We have been advertising in it for a number of years and have always found that we received full value for our money.—FAMOUS MFG CO., Manufacturers Farming Implements, Chicago, Ill.

We take great pleasure in saying that the results of our advertising in "The Practical Farmer" have been entirely satisfactory, and that when the time comes we will be represented there again.—SLAYMAKER & SON, Meadow Brook Nurseries, Dover, Del.

We have to say that the results of our advertising in "The Practical Farmer" have been very satisfactory, and we hope to continue with you during the next year.—KEYSTONE MANUFACTURING CO., Agricultural Implements, Sterling, Ill.

We are pleased to state that "The Practical Farmer" has given us good results for our money, and we take pleasure in recommending it as a good advertising medium.—WILBER H. MURRAY MANUFACTURING CO., Buggies and Harness, Cincinnati, Ohio.

My advertisement in your paper paid me better than the average list of agricultural papers, and, as you are aware, I use every one of them. The fact that I intend to increase my space in your paper the coming season should be convincing evidence that the results have been entirely satisfactory to me.—WM. STAHL, Manufacturer Spraying Outfits, Quincy, Ill.

Our advertisement in "The Practical Farmer" to this date has brought us 263 inquiries, a fair percentage of which have resulted in orders. We are satisfied that your paper has given us liberal returns for the money invested, and shall hereafter include it in our permanent list.—FIELD FORCE PUMP CO., Lockport, N. Y.

We have done considerable advertising in your paper, and have found it very satisfactory, indeed.—THE E. W. ROSS CO., Manufacturers Feed Cutters and Powers, Springfield, Ohio.

We regard "The Practical Farmer" as one of our best advertising mediums.—SPANGLER MANUFACTURING CO., Manufacturers Agricultural Implements, York, Pa.

The returns from our advertising in your paper during the past year have been good—all that we anticipated.—SPRING CURRY COBBLERS, South Bend, Ind.

We have received satisfactory returns from our advertising in "The Practical Farmer."—THE O. S. KELLY CO., Manufacturers Engines, Threshers, Feed Mills, etc., Springfield, Ohio.

I have received more responses and inquiries from advertisements placed with you during the last two years than from any other paper I have used. Permit me also to state that, as a nurseryman and farmer, I have been impressed with the advancement you have made and the great worth of your paper to every thinking, ambitious farmer.—P. EMERSON, Nurseryman, Wyoming, Del.

A three months', 13-time, order entitles the advertiser to 10 per cent. discount. This makes a rate of 22½ cents per agate line—less than ¼ a cent per line for our circulation for the next three months.

In how many publications can you secure circulation equal in quality to The P. F. for so little money, and what other paper besides The P. F. has the nerve to take the same medicine it recommends to others in the shape of full-page ads. in the "Youth's Companion," etc.?

The result of our advertising in your paper has been very satisfactory. Returns in inquiries and business place "The Practical Farmer" well toward the head of our list.—THE FOOS MANUFACTURING CO., Manufacturers Scientific Grinding Mills, Springfield, Ohio.

We have always considered "The Practical Farmer" one of the best advertising mediums on our list, and there is no better evidence of this fact than to refer you to your advertising columns for the past eighteen months; it is doubtful whether you will find an issue in which our advertisement has been omitted. What better proof is necessary to convince any one of our opinion of your medium?—FOSTER BUGGY & CART CO., Cincinnati, Ohio.

We have used your paper as an advertising medium for the past year, and have found it most excellent.—DELOACH MILL MFG. CO., Manufacturers Saw Mill Machinery, Atlanta, Ga.

Our experience with "The Practical Farmer" has been highly satisfactory. By actual count, as far as we were able to do it, we had more inquiries coming from the readers of your paper than any other, and, with one or two exceptions, more than all the other papers combined that we have advertised in.—BARNES IRON FENCE CO., Philadelphia, Pa.

We have been advertising in "The Practical Farmer" for several years and the results obtained have been quite satisfactory. Although not requesting in our advertisement that the paper be named, yet we have numerous inquiries that the advertisement had been seen in your paper. It is our intention to continue to advertise in your paper, and hope for a continuance of results.—YORK CHEMICAL WORKS, Manufacturers Fertilizers, York, Pa.

"The Practical Farmer" has done us good. Have received \$5.00 for every one invested for our advertisement in it.—PARSONS LOW-DOWN WAGON CO., Earlville, N. Y.

#### A STRIKING ILLUSTRATION OF THE REMARKABLE EFFECTIVENESS OF THE P. F. OF PHILADELPHIA.

*That it pays equally as well for general as for strictly agricultural business, witness the eleven full-page ads. of John Wanamaker during the last year and these reports from a few of our patrons who are not in the agricultural business:*

The results directly traceable to the advertising we put in "The Practical Farmer" are very gratifying. This publication brought us more out-of-town business than any other medium we used.—RICHARDSON & DELONG BROS., Manufacturers The DeLong Dress Hook & Eye.

We consider "The Practical Farmer" one of our best advertising mediums, and shall certainly remember it in making up our fall list.—CHAS. M. N. KILLEN, Wall Paper.

Had over five hundred answers from last advertisement.—SHAW PIANO CO.

"The Practical Farmer" has always given us as good returns as any other farm paper we ever advertised in; we consider it an excellent medium.—WILMOT CASTLE & CO., Manufacturers Steam Cookers.

"The Practical Farmer," by its able, practical and useful articles, attracts as its subscribers the best of American farmers. We advertise in "The Practical Farmer" for business, and it has come to us. We have endeavored to serve these patrons well and they have continued with us. We have been surprised at the large number of replies received from our advertisement in your paper, for it shows us that its list consists of honest paid subscriptions.—E. O. THOMPSON, Merchant Tailor.

The fact of our buying five thousand lines of space in your paper "at a clip" is very tangible evidence of our faith in its value; we consider it one of our best mediums.—CORNISH & CO., Pianos & Organs.

# Convincing Evidence

## FOR EVERY Thinking Advertiser.

*During the past year the following firms, as representative houses in their respective lines as can be found the country over, have had special full-page (732 Agate lines) advertisements in the P. F. of Philadelphia:*

JOHN WANAMAKER,	Gen'l Mdse.
THE MAPES FORMULA AND PERUVIAN GUANO CO.	
MONTGOMERY WARD & CO.,	Gen'l Mdse.
WM. HENRY MAULE,	Seeds.
CORNISH & CO.,	Organs and Pianos.
I. P. THOMAS & SONS CO.,	Fertilizers.
THE JOHN P. LOVELL ARMS CO.,	Sporting Goods.
STRAWBRIDGE & CLOTHIER,	Gen'l Mdse.
THE WARDER, BUSHNELL & GLESSNER CO.,	Champion Harvesting Machines.
W. ATLEE BURPEE & CO.,	Seeds.
HARPER & BROS.,	Publishers.

All the above have had full-page ads., some of them not once, but many times. John Wanamaker had eleven pages; Warder, Bushnell & Glessner Co. eight pages, etc., etc. **What is more, every one paid us our full rate, without any rebate whatever.** With such a record among such a list of advertisers can the merits of the P. F. be questioned?

### ✽ A POINT ✽

*Every issue of the P. F. of Philadelphia consists of original matter, each number containing articles from the pens of not less than a hundred special contributors, embracing the very best agriculturists in America, many of whom are under agreement to write for no other agricultural publication. This shows why our subscription list grows so rapidly.*

**The publishers have spent ten dollars in extending their subscription list where they have spent one in increasing their advertising patronage.**

Eastern Office of the P. F., - - - 1711 Filbert St., Philadelphia.

Western Office of the P. F., - - - 59 McVicker Building, Chicago.

FOR FURTHER INFORMATION ADDRESS EITHER OFFICE AS ABOVE.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

## PUBLICATION OFFICES:

No. 10 Spruce Street, New York.

No. 138 Fleet Street, E. C., London.

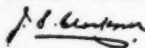
Issued every Wednesday. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, 75 cents a line; \$1.50 a page; one-half page, \$75; one-fourth page, \$37.50. Twenty-five per cent additional for special positions—when granted. First and last page fifty per cent additional. Special Notices or For Sale, two lines or more, 75 cents a line; Wants, six lines, 36 words or less, one time, \$1.00. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK, OCTOBER 5, 1892.

In my judgment PRINTERS' INK is entitled to circulation in the U. S. mails as second-class matter.



A FURTHER instance of the unwarranted persecution on the part of John Wanamaker towards this little paper is exhibited in his treatment of our letter, which appears on the first page of this issue. We honestly believe PRINTERS' INK is in every particular entitled to second-class rates. The Postmaster of New York city believes it, and acting on that belief has readmitted it. In all fairness and justice Mr. Wanamaker was bound to lay aside his personal animosity towards us and indorse the action of the New York Postmaster. But if he still had an honest doubt concerning any point connected with the paper's readmission, he surely could and should have advised us what that point was in order that we might either explain it satisfactorily or make the paper conform to the law in that particular. He ignores all our requests, as expressed in the letter, and in so doing refuses the information which should enable us to obtain our rights. A more brutal injustice to citizens of a free country was never perpetrated by a public official than Mr. Wanamaker is guilty of in this case.

THE Central Cycle Company of Indianapolis makes a sulky wheel called the "Ben Hur." It is a good and appropriate name.

To advertising "experts": Don't hesitate to criticize the advertisements of others. If your criticisms are just the subject of them is likely to be benefited; if they are unjust it may lead to pointing out your own error, in which case the critic receives valuable instruction. In either case some good is accomplished.

OLD Rip Van Winkle is quite outdone if we may pin our faith to the following, which is taken from an English periodical:

## DRUNK NEARLY ONE HUNDRED YEARS.

This piece of startling information is used as the heading of a cocoa advertisement.

AN advertiser lately wished to buy advertising space at wholesale price, and offered to contract for from 2,000 to 5,000 lines in leading dailies of cities having from 20,000 to 200,000 population, agreeing to use the whole within a year. He found that he could obtain handsome concessions from the one-time price, but would be required to pay a great deal more than would be demanded for an equal amount of space taken regularly on days specified in advance. Newspaper men find it necessary to know in advance what space is sold and what is on hand, and every time an advertiser introduces the element of uncertainty into his contract it will be at a money-cost to himself.

A JEWELRY firm of Memphis, Tenn., the C. S. Hook Co., send us some samples of their advertising which they say they find brings them more trade in a month than the old system did in a year. Instead of a standing card, changes are made 365 times a year. Very little reference is made to the goods offered for sale, the five-inch space being nearly all occupied with miscellaneous reading matter. Here is a sample selected from one of the advertisements:

The Lick Observatory, California, has the largest telescope in the world. Corbett, of California, is said to be a graduate of Lick University. This accounts for the ease with which he licked Sullivan. Success is sometimes accidental, but the reason we are always busy, is because our entire stock is bright and new.

As we publish no catalogue, we have no use for shop-worn goods. The C. S. Hook Co., Jewelers.

"NOT ON YOUR LIFE"  
SAYS MARY.

This slangy heading is used by Mr. Mulcahy, a "klothier" of Hartford, Conn. Before condemning an advertisement because of the introductory line, it is well to scan the remainder of the announcement. In this case it appears that Mr. Mulcahy sells men's suits complete for \$6.90 and boys' suits for \$1.90. To catch the eye of the class of trade desired, probably the heading quoted is efficient.

THROUGH the courtesy of our esteemed contemporary, the *Ararat Monthly*, published at 72 University Place, New York, we are able to see how PRINTERS' INK looks set in the Armenian type:

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The *Ararat* is printed partly in English and partly in Armenian, the type for the latter part having been imported. There are only three Armenian compositors in this country. The paper takes its name from the mountain on which Noah landed after the flood, and which is located in Armenia. The following from the September issue is therefore quite appropriate:

It was old man Noah who first asked the question, "Where am I at?" And the answer was, "*Ararat*."

ILLEGAL NEWSPAPER CIRCULATION.

"Your Uncle" John Wanamaker, although he has been in office nearly four years, and has had time to learn the postal laws, still insists on running the Post-Office Department on much the same lines as his clothing store in Philadelphia. His sleuth hounds are very keen on the scent of a business house that sends out literature at newspaper rates, about which there is a question. The case of PRINTERS' INK, a regular publication in New York, and its exclusion from the mails at newspaper rates, is familiar to the public.

But what excuse is there for the circulation of a publication called *Protection and Rectitude*, which is now being circulated through this State folded inside the local Republican papers? No one will pretend that this publication has a single paid subscriber or any right whatever to pass through the mails at newspaper rates. The last issue which is just now being sent out, is numbered Vol. 1., No. 3, and is dated New York, September, 1892.—*St. Paul Globe*.

At no time since the Post-Office has existed have so many alleged newspapers, not entitled to the second-class rate, enjoyed its benefits. Among the most flagrant violators of the law are

persons holding office under the present Administration or publishers of sheets devoted to the dissemination of Republican campaign literature.

WHAT human needs are there so peculiar or unusual that they may not be advertised with fair chances of success? For example:

WANTED—A man to straighten the weather vane on church steeple. Address FRANCIS REILY, Montgomery, N. Y.

WHAT'S IN A NAME?

Ham & Carver are publishers of a daily paper in Iowa, the *Dubuque Herald*. Hunt & Eaton issue the *New York Christian Advocate*. Steel & Eaton was a well-known publishing firm. For many years the Baptist paper called the *Standard* was issued by Messrs. Church & Goodman. A local publisher in Pennsylvania used to create an impression that he might be a humorist when he signed, at the foot of a long protest against some advertising proposition, his rather suggestive name: O. Stuck. There was at one time to be seen in New York, over a passageway, a curious combination on a sign. It read:

O. STICKHEIM, Carpenter  
(IN THE REAR).

In Dublin, the capital of Ireland, the best-known butchers are Lamb & Bullock. In London, A. Partridge deals in game and poultry, and Henry & James have a well-established dry goods store. Strongi'th'arm is a widely known engraver in the same city.

A few years ago there could be seen in William street, New York, a corner liquor store bearing on the sign the name, A. Christian, and on the very next corner was another kept by A. Goodman. In Centre street there was, and may be still, a combination of two signs that was noticeable: An upstairs dealer announced show cases and the occupant of the main floor sold coffins. The two signs were reflected simultaneously upon the brain and caused a somewhat startling result.

Many years ago, at No. 5 Beekman street, there were two signs matching on to each other, reading

REGAN. THE EVANGELIST.

and below, in Regan's window, was the legend, "Hot Whiskey a specialty."

An American millionaire has three deserving sons-in-law named respectively Walker, Leggett and Ketchum.

## SOME "OFF-HAND POETRY."

Editor of PRINTERS' INK:

Herewith please find a few off-hand samples of my advertising poetry. Some of my Sapolio rhymes may be seen in the elevated cars.

Yours truly,  
FRED. S. RUDGE.

Sapolio  
Will make dirt go.

Printers' Ink  
Makes men think.

Pear's Soap is world renowned,  
It is the best that can be found.

If you essay  
In U. S. A.

To get the mighty dollar,  
You'll advertise persistently,  
Success will surely follow.

H. O. is good for young and old,  
Makes muscle, brain and beauty;  
Enables all, by day or night,  
To always do their duty.

Carter's Inks are always good,  
And leave their tracks behind them,  
And everywhere in U. S. A.  
You certainly can find them.

## TO SUPPRESS SANDWICH MEN.

From the Boston Transcript.

The English artist who painted the picture last year (exhibited at one of the great London exhibitions and reproduced in an illustrated paper) showing a row of wretched old starvelings walking along through a rain storm, each sandwiched between placards bearing the words "See the 'White Slave,'" made a decided hit. It was one of the pictures, painted now and then by artists who have a social purpose underlying their art, which may be said to bite. The artist would not have painted such a procession of Boston corn doctors' men in long linen coats debauched with hideous signs; it would have been too unpleasant. But it would have put on record a most typical manifestation of the true spirit of the advertising age.

A friend of the Listener's, a Nationalist, proposes that the law shall forbid men to emblazon themselves with advertisements in this way; that it shall interfere in the name of public decency with the occupation of these living sign-boards.

## "DEAR POSTMASTER."

From the N. Y. Evening Post.

Pious John Wanamaker improved the shining hour with the Grand Army Encampment in Washington by using his position as Postmaster-General of the United States to "boom" a hymn-book compiled by himself and sold in his own interest. His agents put into the hands of the war veterans an inviting prospectus setting forth the merits of a work entitled: "Living Hymns: a Casket of Song Gems by Hon. John Wanamaker," and calling attention to the fact that it was issued in connection with a series of Sunday-school books containing such well-known productions as "Little Blossoms in the Garden of Home," "Pretty Pictures for Our Little Pets," and "Literature of Life, Love and Religion." These prospectuses, with the name of John Wanamaker emblazoned on every page, were handed out in envelopes upon which were printed "To the Postmaster—," thus giving the impression that they had been prepared originally to be sent to the postmasters of the

country, an impression which was strengthened by the presence of a circular inside beginning "Dear Postmaster."

**2000** New Agents' Names for 25c. Western Mailing Agency, St. Louis, Mo.

**2000** NEW AGENTS' NAMES Sent for 50 cts. P. O. Box 3046, Boston

**PIANOS,** ORGANS, in exchange for space. Dan'l F. Beatty, Wash'gton, N. J.

**PATENTS** W. T. FITZGERALD, Washington, D. C. 44-page Book FREE.

**BOSTON.** "Cottolene," "Lydia Pinkham," etc., etc., like my ads. So would you. A. E. SPROUL, 668 Washington St.

**35,000 Farmers** in Maryland. We began visiting them in 1864. MARYLAND FARMER, Baltimore, Md.

**WOOD ENGRAVING PETRI & PELS** SEND FOR CATALOG NEW YORK.

**12** For a **STEEL** SPENCERIAN, Nickel **PENS** 810 B'way, N. Y.

**PUBLIC OPINION** Always pays Advertiser. Washington. New York.

**Do You Want Agents?** I have sent to 64,329 post-offices for the names of Agents for my own use. Send for particulars. E. J. SMEAD, Vineland, N. J.

**KUTS** For Advertisers: lively, cheap. Bring trade every time. Send for proofs free. CHAS. W. HARPER, Columbus, O.

**MONOPOLISTIC PRICES** of Typewriter manufacturers CUT TO THE BONE. All makes guaranteed absolutely first class. Don't be misled. TYPEWRITER HEADQUARTERS, 31 & 33 Broadway, New York.

 **YOUTH'S LEADER,** NEW HAVEN, CONN. Over 40,000 copies monthly. Advertising, 30 cts. per agate line.

**Kate Field's** Washington, Is read by intelligent people who pay their bills. Are these the people you want to reach when you advertise? Washington, D. C.

**ATTENTION, PLEASE.**

We make Good Cuts at these rates: 1 col. Portraits, 75c.; 1 col. Buildings, \$2.50; 2 col. Build., \$3.50. The stuff for boom editions. Try us. CHICAGO PHO. ENG. CO., 185 Madison St., Chi.

**THIS SPACE FOR SALE** up to and including the issue of Feb. 8th, 1903. Apply to STANLEY DAY, Advertising Agent, New Market, N. J.



For holding Papers, Letter Files, Anything. Clean, Light, Strong, Portable, Cheap. In use all over U. S. Send for catalog and testimonials. POPE RACK CO., St. Louis Mo.

**WATCHES**

Are—  
—the Best **PREMIUMS.**

Address the manufacturers direct.  
**THE PHILADELPHIA WATCH CASE CO.,**  
140 So. Third St., Philadelphia, Pa.

I write primers;—advertisements. You pay me. They do, you.

E. A. WHEATLEY,

Chicago, Ill.

## HEROLD DES CLAUBENS

Catholic German Weekly published at St. Louis since 1880, gives best value to advertisers. Rates lowest and no "cutting." If you advertise in German papers, or if you intend to (all wide-awake advertisers do), do not omit the HEROLD DES CLAUBENS and take no substitute.

## SAN FRANCISCO CALL.

Established 1853.

Daily, 58,487—Sunday, 63,207.

The Leading Newspaper of the Pacific Coast in Circulation, Character and Influence.

Dodd's Advertising Agency, Boston, or  
265 Washington Street, World Building, N.Y. City.

Send for Estimate.

RELIABLE DEALING CAREFUL SERVICE.  
LOW ESTIMATES.

## THE HOME CIRCLE,

ST. LOUIS, MO.

75,000 Copies Each Month.

An exceedingly desirable medium for GENERAL ADVERTISERS.  
THE HOME CIRCLE PUB. CO., St. Louis, Mo.

## TO WRITERS!

Trade papers are dull. Some are just plain dull, but more are dull with an adjective. THE MILLER realizes this fact, and in order to make its columns above the average of class papers, desires to obtain contributions of short stories, poems, essays or sketches, written with a view to interesting millers, and either remotely or directly referring to flour making or selling or to its transportation. Manuscripts submitted will receive immediate consideration. If accepted, will be paid for in advance of publication at the highest rates. THE NORTHWESTERN MILLER, Minneapolis, Minn.

Advertising in England,  
European Continent, Etc.

## SELL'S

ADVERTISING AGENCY, L't'd.

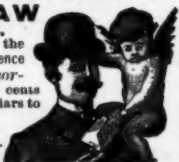
Capital, \$250,000. Henry Sell, Manager, (editor and founder of "Sell's World's Press.")

Full particulars regarding British or European Advertising, sample papers, rates, etc., at the London Office, 167-168 Fleet street, or at New York Office, 21 Park Row, Ground Floor.

## STUDY LAW AT HOME.

Take a Course in the Sprague Correspondence School of Law. (Incorporated.) Send ten cents (stamp) for particulars to

J. COTNER, Jr.,  
Sec'y, Detroit, Mich.  
313 Whitney Block.



## THE SPOKANE SPOKESMAN

has 75 per cent more paid subscribers than any other daily paper published within 300 miles of Spokane, Wash.



\$22. FIRST-CLASS CURTAIN DESK. Four and a half feet long. Unlimited variety in stock and to order.  
American Desk & Seating Co.  
270-272 Wabash Av., CHICAGO, U. S. A.

## WANTED.

Correspondence with dealers in premiums for increasing newspaper circulation.

J. W. BRACKETT, Auburn, Me.

## If You Use Premiums,

Or Sell Goods by Mail,

And do not handle our goods, you miss some of the best MONEY-MAKERS.

Illustrated Catalogue Free.

W. N. SWETT & CO., Publishers and Manufacturers, 28 READE ST., NEW YORK.

## A Thousand Newspapers

A DAY ARE READ BY

The Press Clipping Bureau,

ROBERT & LINN LUCE,

68 Devonshire St., Boston, Mass.

FOR WHOM? Supply houses, that want earliest news of construction;

Business houses, that want addresses of probable customers;

One hundred class and trade papers;

Public men, corporations, professional men, who want to get news, see what is said of them, or gauge public opinion.

THE SPLENDID

THANKSGIVING NUMBER

—OF—

THE NEW YORK LEDGER

WILL GO TO PRESS ON

SATURDAY, OCTOBER 29.

Advertising space limited. Order and "copy" should be sent at once to secure insertion.

**THE EVENING JOURNAL,**

JERSEY CITY, N. J. Circulation, 15,500.  
Advertisers say it pays.

**BETWEEN TWO QUESTIONS.**  
I submit to men who know their business and who buy space strictly on basis of circulation and rates.  
**ONE ANSWER:**  
Circulation, 43,000.  
Rates, 30 cents.  
THE AMERICAN  
**School Board Journal**  
BRUCE, PUBLISHER,  
Chicago, Milwaukee.

**60,000** Monthly Circulation

**Guaranteed**

OF THE

**POPULAR  
EDUCATOR,**

THE LEADING Educational Journal of America, both in **CIRCULATION** and **INFLUENCE**.

For rates and sample copy, address our Advertising Office,

**70 Fifth Ave., New York.**

*Orders for  
Printing  
Solicited.*

**PRINTERS' INK**

**PRESS,**

**8 SPRUCE STREET,**

**NEW YORK.**

*Good Work  
Executed  
Promptly.*

**Over 83,000 per month**

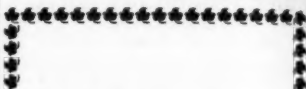
*Proved Average past Nine Months.*



**Rates Lowest for**

quantity and quality of

**Circulation.**



## Information

as to cost of any proposed line of Newspaper or Magazine Advertising may be obtained

**Free of Charge**

upon application to The GEO. P. ROWELL ADVERTISING CO.,  
10 Spruce St., New York City.

An experience of more than Twenty-five Years, unequalled facilities, and the control of a large volume of business, insures

**Good Service**

and every possible advantage in the matter of price is

**Guaranteed**

Correspondence invited.

THE GEO. P. ROWELL  
ADVERTISING CO.,  
10 Spruce St., New York.



**ADVERTISERS**

Wishing to reach the largest group of Substantial Agents in the world use **SEWING MACHINE TIMES**, 63 Beach St., New York.

No Religious List complete without

**THE MAGAZINE OF CHRISTIAN LITERATURE,**

Specimen copies and rates on application.

CLINTON HALL, NEW YORK.

**THE NEW CYCLE**, 36 Union Sq., N. Y., organ of The General Federation of Women's Clubs. *Chicago Daily News*: THE CYCLE was made the Official organ at the First Biennial Meeting, Central Music Hall. *Chicago Inter-Ocean*: The matter of a Club organ was presented and THE CYCLE, with Mrs. J. C. Croly, as editor was made the organ, and pledged the support of the Federation.

# The Christian Advocate.

Official weekly metropolitan newspaper of "The Methodist Episcopal Church." Circulation over 50,000 guaranteed. We invite correspondence from advertisers who would like to reach our people, and whose advertisements would be appropriate for a religious family journal. Address **HUNT & EATON, Publishers, 150 Fifth Ave., Cor. 20th St., New York.**

## THE CATALOGUE IS OUT.

It is filled with good things for Premium users. **NEWSPAPER MEN want it now while compiling Fall Offers.** Soap, Tobacco, Novelty Manufacturers, Seedsmen, Coffee Roasters get suggestions from its pages.

**HIGH VALUE at LOW COST is the SECRET of SUCCESS in the PREMIUM BUSINESS.**

Send for the Catalogue. Net prices are in it.

**EMPIRE PUBLISHING CO.,**

146-148 Worth Street, - - - NEW YORK.

**B. L. CRANS'**

## List of Household Publications

A grand field for advertisers.

**CIRCULATION OVER 350,000.**

Rates for the entire list of 14 publications, \$1.85 per line.

The publications catalogued, unlike many of the so-called high circulating mediums, are not used by their publishers to advertise notions and other wares, and advertisers using this list will not be handicapped in the sale of their goods.

The list will be sent on application, and a trial order will convince you that it will pay.

**B. L. CRANS, Newspaper Advertising, No. 10 Spruce St., NEW YORK.**

## Send for New Catalogue

OF

## Chicago Newspaper Union.

**THIRTEEN HUNDRED AND FIFTY PAPERS.**

**Address: CHICAGO NEWSPAPER UNION,**

Nos. 87 to 93 South Jefferson Street, Chicago, Ill.,  
Or No. 10 Spruce Street, New York.

Advertising  
in the

## Sunday Mercury, NEW YORK,

Pays  
Handsomely.

### CIRCULATION—1892.

Jan. 3. ...	107,801	Ap. 3. ....	108,697
" 10. ....	108,353	" 10. ....	108,542
" 17. ....	108,602	" 17. ....	108,301
" 24. ....	108,491	" 24. ....	109,521
" 31. ....	108,015	May 1. ....	109,845
Feb. 7. ....	108,121	" 8. ....	109,992
" 14. ....	108,915	" 15. ....	109,876
" 21. ....	108,976	" 22. ....	109,542
" 28. ....	109,215	" 29. ....	109,412
Mar. 6. ....	109,465	Jun. 5. ....	109,006
" 13. ....	109,008	" 12. ....	108,904
" 20. ....	109,319	" 19. ....	109,876
" 27. ....	109,210	" 26. ....	109,287
Total. ....	2,844,232		
Average. ....	109,393		

### ADVERTISING RATES.

Agate—Oct. 1, 1892.

General (per line) eighth page. ....	\$0.25
General (inside pages). ....	.35
Special Notices. ....	.35
Medical. ....	.40
Business Notices. ....	.50
Local Miscellany. ....	.50
Reading Notices. ....	1.00

No discount on number of insertions.

To advertise intelligently such facts as these are what the judicious advertiser wants. THE MERCURY'S circulation is among go-ahead people, with money to spend, and is not of the mushroom or gift enterprise order or origin. It has been a steady and gradual growth of nearly fifty-four years. A fair trial will convince you.

## Our Country Home.

Put It on Your List.

Circulation

Guaranteed over

100,000

OR NO PAY.

USE IT NOW.

Write for rates, sample copies, etc., to

A. L. FENTON,

Advertising Manager,

Room 63 World Bldg.,

NEW YORK CITY,

or any reliable advertising agent.



## THE TABULES

are the most thoroughly established of all standard medical formulas, but are put up in the new form or shape that has lately gained favor all over the world and become the fashion with modern physicians and modern patients.

They are compact, easy to carry, easy to swallow, tasteless if taken according to directions, and the dose is always accurate. Every one enjoys the method and the result. They act gently but promptly upon the kidneys, liver, stomach and intestines; cleanse the system effectually; dispel colds, headaches and fevers; cure habitual constipation, making enemas unnecessary. Are acceptable to the stomach and truly beneficial in effects.

A single TABULE taken after the evening meal, or just before retiring, or, better still, at the moment when the first indication is noted of an approaching cold, headache, any symptom of indigestion or depression of spirits, will, in a large majority of cases, remove the whole difficulty in an hour, without the patient being conscious of any other than a slightly warming effect, and that the expected illness failed to materialize or has disappeared.

The Tabules are put up in small bottles, each containing six doses, the whole easily carried in the vest pocket or portemonnaie. There is no fear of spilling or spoiling anything with which they come in contact.

Sample bottle, 6 doses. - 15 cents.

Six bottles,  $\frac{1}{4}$  gross, - - 75 cents.

Twelve bottles,  $\frac{1}{2}$  gross, - - \$1.25

Twenty-four bottles (one gross), \$2.00

Those who buy a gross and divide with neighbors or friends reduce the cost of the smallest package nearly one-half. The Tabules are not injured by age.

Sent by mail on receipt of price—postage paid—or may be ordered through the nearest druggist.

FOR SALE BY

Ripans Chemical Company,

10 Spruce St., New York.

## Under Oath !

Cal., 33,421	Ia., 55,894	Pa., 89,654
Ohio, 55,847	Ala., 16,823	S. D., 11,804
Mich., 45,878	Ark., 21,348	Mass., 20,339
Fla., 9,807	Ariz., 1,806	Me., 23,813
Ore., 13,251	Col., 13,250	Md., 11,243
P. I., 3,514	Conn., 16,317	Wyo., 4,131
Texas, 48,972	Alaska, 49	O. T., 832
	Can., 25,479	Wis., 18,725
	Va., 22,916	Wash., 11,956
	Del., 1,168	N. Da., 8,209
	Vt., 12,820	Minn., 19,642
Ill., 66,750	D. C., 1,198	N. C., 15,432
S. C., 10,280	W. Va., 18,325	N. M., 1,681
	Idaho, 4,031	N. J., 37,185
	Ky., 20,639	Nev., 1,996
	Utah, 5,213	Neb., 21,816
Kan., 39,089	Foreign, 302	Mon., 4,602
Ind., 45,689	La., 9,479	Miss., 16,417
N. Y., 71,345	I. T., 4,553	N. H., 12,020
Ca., 16,923	Tenn., 25,956	Mo., 40,207

Total Circulation of COMFORT

Over Eleven Hundred Thousand.

(1,110,936.)

Largest in the World ! !

Space at agencies or direct of Publishers, THE GANNETT & MORSE CONCERN, Augusta, Me. Boston Office: 228 Devonshire St. New York Office: 23 Park Row.

## It Pays to Advertise

STRICTLY  
FIRST-CLASS  
GOODS IN

## The Arena

## Magazine

Not high priced  
But high grade.

ARENA PUB. CO.,

Copley Square,

BOSTON, - MASS.

The Sunday School Times intends to admit only advertisements that are trustworthy. Should, however, an advertisement of a party not in good standing be inadvertently inserted, the publisher will refund to subscribers any money that they lose thereby.

The above is published in every issue and is lived up to. Advertisers who can use The Sunday School Times get in it the best and most circulation (over 152,500 copies weekly) to be had in one religious paper.

Put  
Them  
On  
Your  
List

Full particulars  
on application.

Sunday School Times.  
PHILADELPHIA.  
Presbyterian.  
Lutheran Observer.  
National Baptist.  
Christian Standard.  
Presbyterian Journal.  
Ref'd Church Messenger.  
Episcopal Recorder.  
Christian Instructor.  
Christian Recorder.  
Lutheran.  
Presbyterian Observer.

Over 150,000 Copies  
Religious Press  
Association  
Phila



## Paws and Consider !

This is all we ask of any advertiser :

Pause before entering into any arrangement with a concern furnishing advertising material until you are sure that it is competent to carry out its agreements without disappointing you and to furnish material that will benefit your business.

Consider that THE PICTORIAL LEAGUE possesses these qualifications, and that therefore it does more business in the pictorial advertising line than all the so-called syndicates in existence. For samples, address

PICTORIAL LEAGUE,  
Tribune Building, New York City.

Our firm name is being imitated.  
Be careful about the address.

*The only Memphis newspaper which makes a detailed statement of circulation. THE SCIMITAR leads in Tennessee, Alabama, Arkansas and Mississippi.*

A. B. PICKETT, Editor and Manager.



## Among all Classes

THE MEMPHIS EVENING SCIMITAR is popular. Everybody likes it and everybody reads it. It is recognized as the

**BRIGHTEST and BEST**

MEMPHIS DAILY,

and has no superior in the South. It is the only Memphis daily of known circulation; the only one that makes a detailed statement of circulation; the only one giving advertisers free access to books and press-room.

**Average Daily Circulation for August, . . . 10,263**

Eastern Office, 41 Times Building, N. Y., R. A. CRAIG, Manager.

## Extract from a Letter.

. . . I can sell your Inks in any and every territory of the United States, knowing them to be the best in the market. I should like to sell your Inks again.

In seeking a change, it is not to increase my income beyond what I am now receiving, only your Inks are better.



*If you are in need of Printing Inks of any grade or color, it will pay you to write for Prices and Discounts to the . . . . .*



**W. D. WILSON PRINTING INK CO. (Ltd.),**  
10 SPRUCE STREET, NEW YORK.

Specimen Book mailed on application.

# Allen's Lists

PAY ADVERTISERS.

*Conclusive evidence to that effect comes to us—unsolicited, in abundance.*

*Continuous patronage from year to year by both large and small advertisers is an endorsement well worth considering.*

*Our million seems to be a satisfactory one. Try it once for results.*

Forms close on the 18th.

*E. C. ALLEN & CO., Prop's, Augusta, Me.*

If You Want Business,

— ADVERTISE IN —

## The GOLDEN RULE.

IT DOES THE WORK.

*Has a circulation of*

✻ 78,000 WEEKLY ✻

*Carries the advertising of the best houses in the country.*

*For Rates address*

THE GOLDEN RULE CO.,

F. T. BURDETT,  
Adv. Mgr.

BOSTON, MASS.

# **A SPECIAL RATE.**



**October 5th, 12th, 19th, 26th.**

**November 2nd, 9th, 16th, 23rd, 30th.**

**December 7th, 14th, 21st, 28th.**

**Thirteen in all.**

These are the issues of PRINTERS' INK for the remaining weeks of the current year.

Every issue of PRINTERS' INK exceeds 50,000 copies. Advertisers everywhere read PRINTERS' INK. It has a circulation of over one thousand copies among advertisers in England.

## **All American Advertisers Read It.**

We will accept an advertisement occupying a full page of space, to appear in all the remaining issues of PRINTERS' INK for the current year, at a discount of  $33\frac{1}{3}$  per cent from the schedule price. Or will insert four pages once or one page four times at a discount of 25 per cent from the schedule rate.

Address all orders to

**PRINTERS' INK,  
10 Spruce Street, New York.**

# One Now: Two Then!

---

On account of the injurious influence upon the prosperity of PRINTERS' INK that has resulted from its classification as a circular, by the Post-Office Department, its publishers have found it advisable (contrary to their usual custom) to continue upon their mailing lists the names of some subscribers who from oversight or intention have failed to cause a remittance to be made for another year.

The guarantee put forth in the Autumn of 1891 to the effect that no edition of the paper in 1892 would be so small as 50,000 copies will not apply to 1893, and it is the intention of its publishers, on the beginning of the new year, to return to two dollars a year as the subscription price. Subscriptions or renewals sent in before December 31st will be received and entered at the current rate, one dollar a year. After the new year the strictly in advance system will be adhered to.

**In 1892 Subscription Price One Dollar a Year.**

**In 1893 Subscription Price Two Dollars a Year.**

Any subscriber remitting one dollar before December 31st will receive a subscription receipt in full from date of expiration of present subscription to January 1st, 1894.

It is the intention of the publishers to make the paper somewhat larger (more pages) in 1893 for the purpose of giving a greater amount and variety of reading matter and devoting more space to illustrations, and when Mr. Harrison appoints Mr. Rosewater of the *Omaha Bee* to succeed as Postmaster-General to Mr. Wanamaker of the *Philadelphia Book News* it is hoped that the necessity of devoting much space to criticisms of the vagaries of the postal service will have come to an end.

It is not the intention of the publishers to invite any very large amount of advertising for PRINTERS' INK for 1893, and until the volume of circulation to be depended upon is better ascertained than at present, contracts for 1893 will not be invited. Advertisers may be assured, however, that the rates for 1893 will not be higher than at the present time, unless the demand should be such as to make it necessary to increase rates for the purpose of keeping the advertising within the usual narrow limits.

Orders for advertising or subscriptions should be addressed to

**PRINTERS' INK,**  
10 Spruce Street, New York.

**WHY**  
are  
**CARLETON & KISSAM**  
at the top of the  
heap in the  
**Street Car**  
**Advertising**  
business?



**BECAUSE :** They sell space in "full-time" cars only, so that an advertiser gets what he pays for.

**BECAUSE :** They give service that no one else approaches.

**BECAUSE :** They never allow hanging cards or handbills in any of their cars, nor do they place two rows of racks in a car, the top one being valueless.

**BECAUSE :** The largest advertisers in the world place their advertising exclusively with them, preferring to do business direct and where they know they get lowest rates for square and liberal treatment.

**BECAUSE :** Carleton & Kissam's series of offices, located in principal cities, guarantees a close attention to and carrying out of all contracts and a universal system throughout.

**FINALLY, BECAUSE :** As the president of the Carter Medicine Co. remarked (when he lately signed a contract for \$106,280 with C. & K.), "when C. & K. state that my cards are in ANY city I know they're there."

*For Folders, Rates, &c., address*

**CARLETON & KISSAM,**

**50 BROMFIELD ST., BOSTON.**

**198 & 199 TIMES BUILDING, 10th Floor, NEW YORK.**

**Other Offices : Chicago, Cincinnati, Columbus,  
St. Paul, Minneapolis, Duluth, Buffalo, Roches-  
ter, Newark, Providence, Pittsburgh.**

**Cleveland says:**

A public office is a public trust.  
Tell the truth.  
The tariff is a tax.  
Believe in the people.

**Harrison says:**

Protection protects.  
Cheap coats make cheap men.  
Pass the Force Bill.  
Reciprocity with our sister Republics.

**Some say:**

Where was I at?

**Others say:**

**THE KANSAS CITY STAR**

Has 55,183 daily, 83,736 weekly circulation. Four times the circulation of any other daily in Kansas City.

None but high-class advertisements received.

Place your business through any responsible agency, or address

**GEO. E. RANDALL,**

New York Office,   -   -   -   Room 71, Tribune Building.



# CHICAGO

That the papers published in Chicago will be read more by people living outside of that city for the next year than papers published in other cities is apparent to any thinking advertiser. Millions of people are going to attend the

## World's Fair

during 1893, and they are now interested, and will be more so when they have once visited the great city by the inland sea, where papers having

**400,000** COPIES  
WEEKLY

proved circulation can grow up and astonish the advertising world, as well as all others who are of a "Doubting Thomas" disposition. There are people in the U. S. who have not heard of the World's Fair; also, possibly, some advertisers who may not have heard of the big money other advertisers have made by using

## Boyce's Big Weeklies

In these papers the price is only 2-5c. per line per 1,000 circulation. The circulation proved weekly; and any advertisement discontinued at any time at pro rata rate. The publisher of this List of Big Weeklies has inaugurated new principles in circulation as well as in the selling of advertising space so successfully that they are being adopted by some of the largest publications in the world.

### RATES PER AGATE LINE:

SATURDAY BLADE, \$1.00; CHICAGO LEDGER, 50c.; CHICAGO WORLD, 30c.; the three combined, \$1.60. Space through the agents or direct.

W. D. BOYCE, Chicago, Ill.

# What Has Been Done IN SEVEN SHORT MONTHS.



*The MORNING ADVERTISER invites attention to the following statement, showing the percentage of circulation increase during the past seven months. Comparisons are made on the actual number of papers sold during the months of August and January to the principal news companies and newsdealers of New York and Brooklyn. Following is a list of the firms referred to and figures showing the increase each one has made:*

Name.	Percentage of Gain.
Alex. Schlickermann, - - - -	189
Williamsburgh News Co., - - - -	155
William White, - - - -	138
J. J. Tyrrell, - - - -	127
Long Island News Co., - - - -	110
National News Co., - - - -	110
Union News Co., N. J. C. Div., - - - -	110
American News Co., - - - -	109
J. J. Goode, - - - -	93
M. A. Hart, - - - -	89
H. C. Wickett, - - - -	84
Korminsky Bros., - - - -	71
Nassau News Co., - - - -	58
New York News Co., - - - -	53
Brooklyn News Co., - - - -	43
Union News Co., - - - -	41
Harlem News Co., - - - -	39

## A GENUINE PROOF.

# The St. Louis Republic

## SUSTAINS ITS CLAIMS.

### WHAT THE PUBLISHER SAYS:

Averages June, July, August and  
First Half of September.

STATE OF MISSOURI, } ss.  
City of St. Louis. }

Charles W. Knapp, publisher of THE ST. LOUIS REPUBLIC, being duly sworn, says the average number of full and complete copies of THE REPUBLIC printed during the three months ending August 31, 1892, and the first half of September was as stated below for the editions named, the figures for the Daily and Sunday being exclusive of the Weekly issue, and those for the Weekly being exclusive of the Daily and Sunday issues, but covering two issues each week, hence double the number of copies named:

	Daily and Sunday.	Weekly.
Average for June.....	54,330	130,796
Average for July.....	53,947	133,641
Average for August.....	59,638	136,541
Average for 3 months.....	55,990	133,770
Average for first half of September.....	63,812	138,102

CHAS. W. KNAPP.

Sworn to and subscribed before me, this  
fifteenth day of September, 1892.

JOS. G. HOLLIDAY,

Notary Public, City of St. Louis, Mo.

My commission expires Sept. 7, 1894.

### WHAT AN IMPARTIAL EXPERT SAYS:

Report of Nelson Chesman & Co.,  
Advertising Agents, St. Louis, New  
York and Chicago.

NELSON CHESMAN & Co.,  
Newspaper Advertising Agents and Deal-  
ers in Printers' Supplies. Business Of-  
fice, 1127 PINE ST., St. Louis, Mo.,  
Sept. 10, 1892.

Publishers REPUBLIC, St. Louis, Mo.:

GENTLEMEN—Being instructed by Messrs. Nelson Chesman & Co. to inquire thoroughly into the circulation of THE REPUBLIC, I visited your establishment on the morning of August 31, and was present in pressroom while the entire daily edition, with the exception of a few copies, was being run off.

According to registers on presses a total of 57,980 copies were printed, and within the next two days I inquired thoroughly into the disposition of these papers.

I find, after examining the records used for preparing bills to news agents and carriers, that 49,888 were actually delivered to subscribers. There can be no doubt of the accuracy of this number, as the books were in shape to facilitate rendering of monthly statements to outside patrons as well as weekly bills to local carriers and all books, accounts, etc., relating to manner of circulation, were placed at my disposal. In addition of this number 5,586 single copies were mailed to subscribers; counting-room sales for the same day, 318; sample copies, 300, and complimentary copies to employees, city, State and national officials, etc., 330, an actual circulation of 56,386 copies for the day.

To verify the above I compared these figures with the daily circulation for some weeks previous, and I am satisfied that the increase from day to day is no more than could naturally be expected.

The investigation also included an examination of the Sunday and "Twice-a-Week" edition. While this was not so exhaustive, it was complete enough to warrant the belief that your claims—Sunday, 70,000; Twice-a-Week, 136,000 each issue—are correct, and in fact the receipts for postage paid for mailing weekly seem to substantiate your statements absolutely.

What impressed me most favorably was the willingness of everyone connected with THE REPUBLIC to place before me any document relating to the circulation, which fact alone would indicate that you had nothing to conceal.

As a loyal St. Louisan, I beg to congratulate you upon the success of THE REPUBLIC, and feel sure that your position in the first ranks of American newspapers is well deserved.

Very respectfully,  
RICHARD PENDERGAST.

NELSON CHESMAN & Co.,  
Newspaper Advertising Agents and Deal-  
ers in Printers' Supplies. Business Of-  
fice, 1127 PINE STREET, St. Louis, Mo.,  
Sept. 10, 1892.

Publishers REPUBLIC, St. Louis, Mo.:

GENTLEMEN—We take pleasure in extending herewith the report of Mr. R. Pendergast, covering circulation of THE REPUBLIC. Mr. Pendergast has held a responsible position with us for some years, and has acquired such a knowledge of the business as to render him in every way competent to make a systematic and accurate investigation.

Very respectfully,  
NELSON CHESMAN & CO.  
CONRAD BUDKE,  
Secretary and Treasurer.

Fort Worth

# Gazette

## The Fairest, Ablest, Best

Newspaper in its field, which is broad and long, and well covered, owing to the railroad facilities for early and speedy delivery. It has fought its way to the front by its fairness and ability, and is the acknowledged champion in the journalistic ring of Texas.



UNDER OATH.

*Daily,*

*Sunday,*

*Weekly,*

**10,000**

**12,000**

**18,000**

The geographical location of Ft. Worth makes it a natural railway center, and nature in that respect has been fully appreciated, for it is a great railroad point. Railroads facilitate, stimulate and concentrate travel and traffic, and that is why Ft. Worth is such a busy city. THE GAZETTE is THE paper that is read by the wholesale and retail buyer.

**S. C. BECKWITH,** Sole Agent for Foreign Advertising, **New York and Chicago.**



A  
Straight TIP



**P**OUR oil upon a troubled sea. But if you want to create a business commotion and have the waves of success run high and dash prosperity at your feet, use printers' ink in the

## Cleveland World

which has a circulation that *circulates*. The EVENING WORLD is a clean, crisp and newsy one-cent paper. The rich take it, not because it is cheap but because it is good. Others take it because it is both cheap and good.

## It Reaches Everybody

in Cleveland and thereabouts, and that is just what makes it so valuable and indispensable. You can reach a class, a sect, or an individual by using this great

## Advertising Medium.

THE SUNDAY WORLD, like the daily, has no moss on it, but is fresh and pert. Circulation 28,000.



MORE THAN

40,000

EVERY DAY.



## Regardless Of Expense.

Incidents, apparently trivial in themselves, sometimes point the way to a great future, and are in after years looked back upon as landmarks of a successful career. Newspapers as well as men have passed through this experience. Years ago the London *Daily Telegraph* had a chance to make a journalistic hit, and availed itself of the opportunity. It was young then, and had a reputation to make in a city and country accustomed to what we would call "sleepy" journalism. The "division" on the great electoral reform bill that gave Englishmen almost household suffrage (the "leap in the dark," as Disraeli called it), took place at such an unseasonable hour, and the time was so limited before the starting of the "newspaper train," that most of the other dailies "gave it up." The *Telegraph*, however, got to the station on time, and the good news was spread through the very heart of England in a few hours. "Get there," said the business manager to the drivers of the wagons, "regardless of expense;" and they did.

What was looked upon at that time in London as a brilliant feat is more than paralleled every day in the week by the

## Philadelphia Item

The necessity for a quick delivery of its enormous circulation was met by placing thirty-three Wholesale Delivery Wagons on the road. These wagons, owned by THE ITEM, distribute the output of the Five new Hoe Quadruple presses that the management was obliged to put in, "regardless of expense," and in order to meet its continually increasing circulation of over

## 180,000 Copies a Day

Daily and on Sunday. No paper in Philadelphia can begin to duplicate this record, yet its advertising rates are within the reach of all.

S. C. BECKWITH,

Sole Agent for  
Foreign Advertising.

New York & Chicago.

# In Washington,

The State, not the city, there are upwards of 400,000 people. To the south is Oregon with 360,000 more, while British Columbia has 100,000 on the north.

Washington is not a primitive, frontier country, but is settled with a thrifty and intelligent class, mostly Americans, who have modern ideas and modern homes. It has many large and prosperous villages and towns, Seattle on Puget Sound being the metropolis. Seattle has nearly 60,000 people and is a model American city, having electric cars, finely paved streets, extensive business blocks, elegant residences and beautiful surroundings. Its leading newspaper is

<b>The Seattle</b>		
<b>POST-INTELLIGENCER,</b>		
<b>Known Circulation,</b>		
Daily,	Sunday,	Weekly,
<b>12,000.</b>	<b>13,200.</b>	<b>13,278.</b>

For 25 years it has been the one newspaper in Washington which has led all others in enterprise, influence and circulation.

You can cover the State of Washington thoroughly and a good part of Oregon and British Columbia by advertising in the DAILY and WEEKLY POST-INTELLIGENCER alone.

Of all newspapers in Washington, and there are 21 dailies and 166 weeklies, THE POST-INTELLIGENCER, without question and without a rival,

## Is the Best.

**A. FRANK RICHARDSON,**

**Special Eastern Agent,**

**Tribune Building, New York.**

**Chamber of Commerce, Chicago.**

*Represents only Newspapers of Known Circulation.*